

FORMERLY THE SPICE MILL

COFFEE & TEA INDUSTRIES *and The Flavor Field*

79th YEAR

MARCH 1956

C. E. BICKFORD & CO.
COFFEE BROKERS
AND AGENTS

Since 1886

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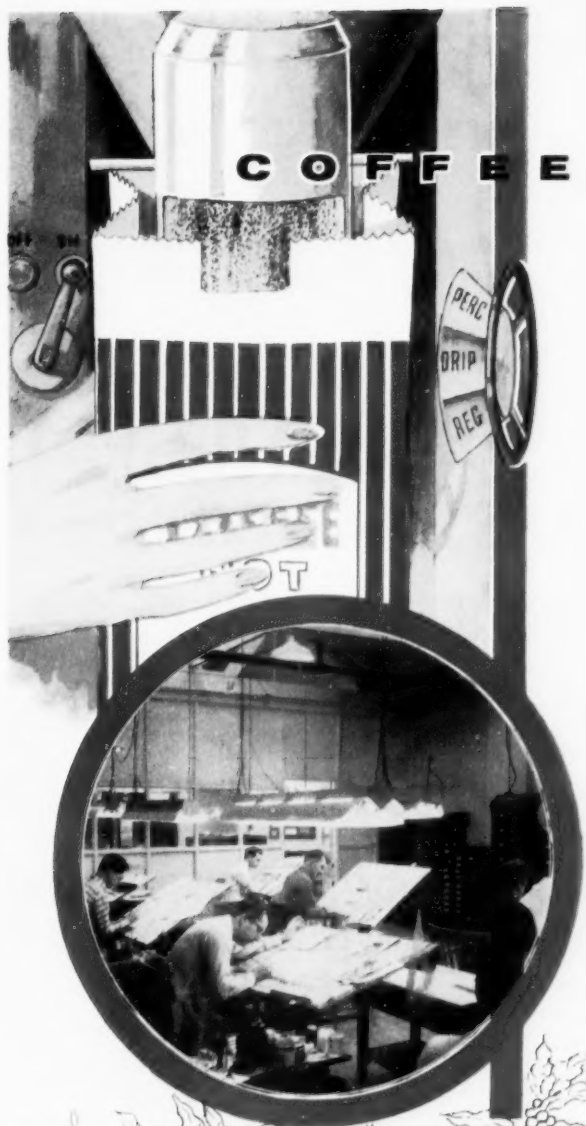
*Have you seen our booklet, "COLOMBIA, THE LAND OF COFFEE"?
It's delightfully illustrated, and yours for the asking.*



*Careful cultivation . . . Constant experimentation . . .
Assure perfect quality the year 'round*

**NATIONAL FEDERATION
OF COFFEE GROWERS OF COLOMBIA**

Member of Pan American Coffee Bureau
120 WALL STREET • NEW YORK 5, N. Y.



COFFEE BAGS

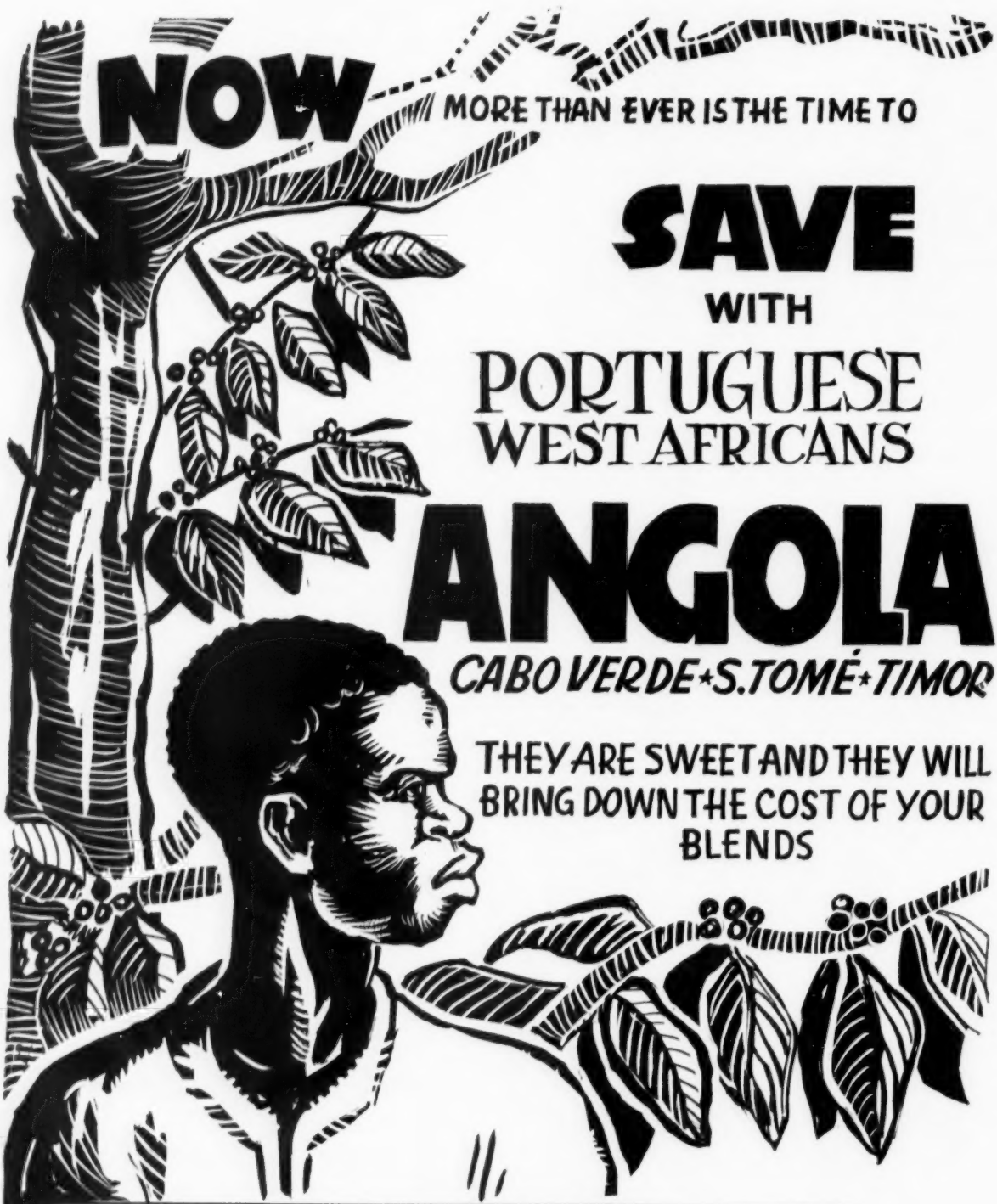
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high
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Arkell and Smiths maintain a large staff of packaging specialists who build the **impact quotient* into coffee bag design... the *touch* that makes the difference between a sale and a stalemate at checkout counters—where only packages with buy appeal survive tough competition.

The creative design and the sparkling printing qualities of colorful Arkell and Smiths coffee bags provide that 'Sunday look' for many of today's leading coffee roasters—packages hold in scope and with *proven* selling impact in food stores everywhere.

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BRING DOWN THE COST OF YOUR
BLENDS

JUNTA de EXPORTAÇÃO do CAFÉ

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New Advantages in Coffee Roasting

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Choice of accessories and controls, up to completely automatic roasting and cooling.

COFFEE PLANTS where Gump Ray-Nox Roasters are now in operation are profiting from these major roasting advantages. Before you buy another roaster, get all the facts on *why* and *how* the Ray-Nox Roaster makes these advances possible. Gump engineers will be glad to co-operate fully in your modernization or expansion program. Write for full details, without obligation.



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DRAVER COFFEE BLENDING SYSTEMS • ELEVATORS AND CONVEYORS • EDTBAUER-DUPLEX NET WEIGHERS

2.67 cups of coffee
per person
Daily



A study of coffee drinking in the United States, for the winter of 1955, by the Pan American Coffee Bureau, states that the daily consumption among 8,000 persons interviewed averaged 2.67 cups.

While coffee drinking at home showed some gains, consumption in eating places has declined heavily. This, in our opinion, is because of too much water and too little coffee.

We believe most roasters will agree that the average of 2.67 cups consumed is far below the potential.

More coffee will be used if roasters and dealers advocate measurement of coffee and water in a realistic ratio.

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RUFFNER, McDOWELL & BURCH, INC.
COFFEE BROKERS AND AGENTS

SAN FRANCISCO — CHICAGO — NEW ORLEANS — NEW YORK

"It pays to trade the Ruffner way"

SELL ICED COFFEE

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MOBILE



Help your restaurant and grocery store customers tie in with — and profit from — the “Cool Off With Iced Coffee” program. All materials are offered to you free or at half-cost. If you have not yet received a

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Your bag,
can or jar
goes here →



**PLEASE ORDER
MATERIALS
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**Pan-American Coffee Bureau,
120 Wall Street, New York 5, N. Y.**
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Dominican Republic • Ecuador • El Salvador
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LAMOFOIL

NEW Glamour Wrap for your coffee

Big news for coffee roasters is Continental's new Lamofoil bag! Reverse printed acetate laminated to aluminum foil makes a bag that literally puts a gleam in the customer's eye and makes your coffee a stand-out at point-of-sale. The special construction of this bag protects your coffee from flavor-stealing oxygen, too. And for added convenience, a steel tie makes it easy to pack and close each bag — lets the housewife reclose it each time coffee is used.

Investigate Lamofoil bags—the "flexible cans". Let Continental make up a package that will mean bigger sales and more profit for you. Call soon.

IT'S NEW!

Continental's Lamofoil bags give your coffee new appeal, new protection.

STEEL TIES

Let the housewife reclose the bag each time coffee is used.

GLEAMING FOIL

makes your package a stand-out, even in poorly lighted stores.

REVERSE PRINTED

acetate laminated to foil gives you a coffee bag you can be proud of.



CONTINENTAL  **CAN COMPANY**
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COFFEE & TEA INDUSTRIES and The Flavor Field

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

2—AUTOMATIC BAGGER

This illustrated folder describes a flat bag filling and sealing machine which is fully automatic. The filling and sealing are both done by the single machine. Glue or heat sealing can be used, or a combination of both. It is suggested especially for packaging coffee for glass coffee-makers. Ulhco, Inc., 19 Rector Street, New York 6, N. Y.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic duplex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—SAMPLE TESTING

Sample testing equipment for coffee and tea companies is described in a four-page illustrated folder. Covered are sample roasters, testing tables, grinders, sieves, kettle outfits, cuspidors, etc. Among the illustrations is that of a typical coffee testing room. Jabez Burns & Sons, Inc., 11th Avenue at 43rd St., New York 36, N. Y.

5—COFFEE

"Coffee" is the title of a new 58-page booklet. It has a brief history of coffee, discusses kinds and sources, has charts on world production and consumption, comments on the increasing impact of solubles, studies in detail each of the important demand and supply factors, and explains what planters, dealers and roasters should know about futures trading, with actual examples. Merrill Lynch, Pierce, Fenner & Beane, 70 Pine St., New York City.

SPICE MILL PUBLISHING CO.
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MARCH, 1956

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

79th Year

MARCH 1956

Vol. 79, No. 3

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79th Year

T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor



What has "a cleaner" got to do with your customers?

THE BURNS GREEN COFFEE CLEANER...

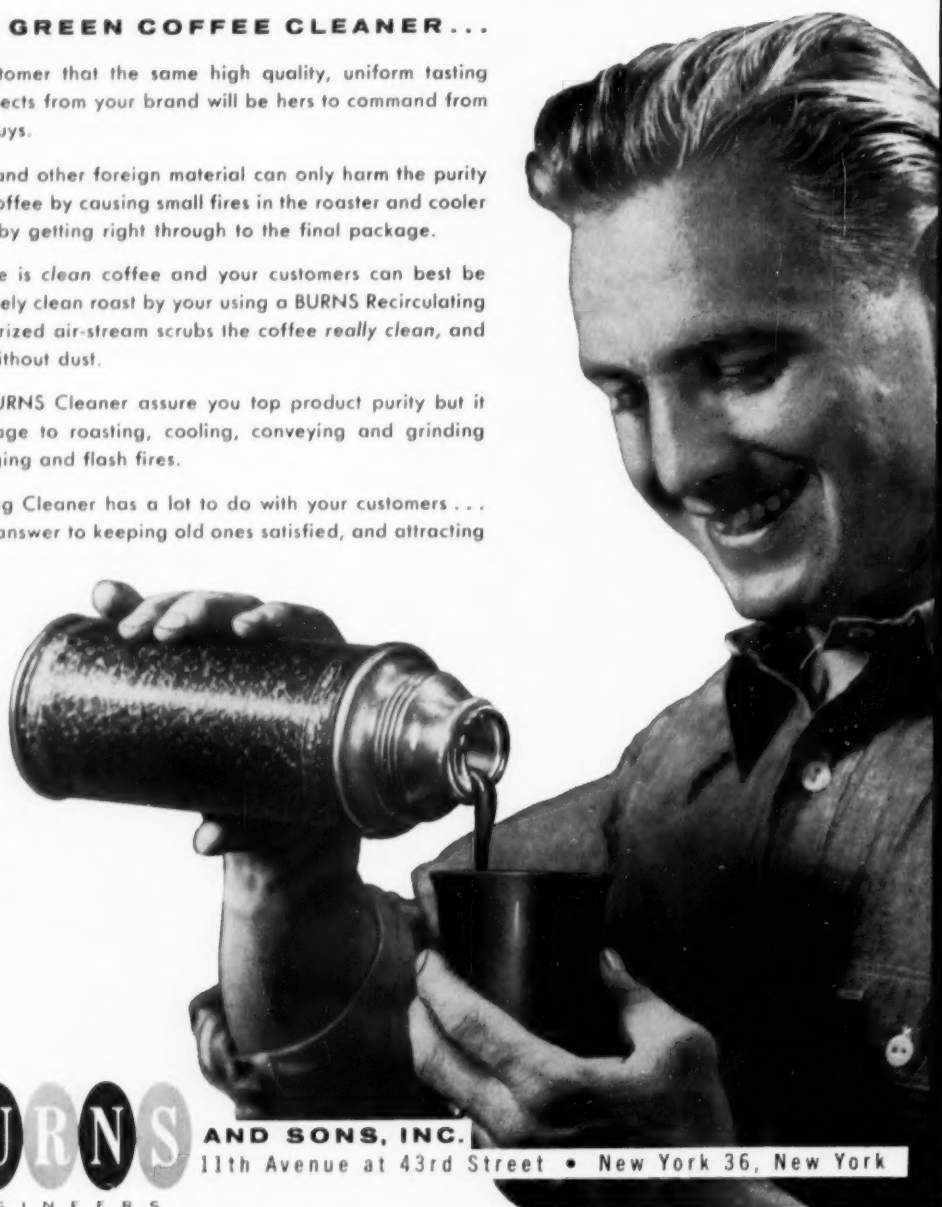
guarantees your customer that the same high quality, uniform tasting coffee which she expects from your brand will be hers to command from every package she buys.

Strings, sticks, trash and other foreign material can only harm the purity and quality of your coffee by causing small fires in the roaster and cooler and, in some cases, by getting right through to the final package.

The only good coffee is *clean* coffee and your customers can best be assured of an absolutely clean roast by your using a BURNS Recirculating Cleaner. In it, a polarized air-stream scrubs the coffee *really clean*, and does it quietly and without dust.

Not only does the BURNS Cleaner assure you top product purity but it insures against damage to roasting, cooling, conveying and grinding equipment from clogging and flash fires.

A BURNS Recirculating Cleaner has a lot to do with your customers... it's a big part of the answer to keeping old ones satisfied, and attracting new ones!



JABEZ BURNS
ENGINEERS

AND SONS, INC.

11th Avenue at 43rd Street • New York 36, New York

coffee prices rise in supply “paradox”

Caught in a green coffee paradox which sent prices climbing rapidly, the United States trade watched with misgivings as roasted levels moved last month toward \$1.00 a pound wholesale.

The paradox was one of scarcity in the midst of plenty. Until the rise began, trade opinion considered one of the dominant factors was a growing surplus. But as a tightness became more apparent in milds, especially Colombians, this opinion collapsed. It developed that the Brazil coffees were low grades, unsuitable for the U. S. market.

These factors, not unknown before, emerged into full size as roasters moved into the market to buy for current needs.

For the two preceding months reports had come through of heavy rain damage to mild country crops.

One late report said that three of five mills in Colombia had shut down because of scarcity of parchment coffees. One vessel reportedly left Buenaventura with only 10,000 bags of coffee, where normally it carries 25,000.

A characteristic of the green coffee price increase was that it centered, as might be expected, on the milds. Spreads between Brazils and Colombians became unprecedented.

This situation put particular pressure on the better quality roasted brands. Some members of the trade were worried that if the prevailing green price structure continued, blends might be altered to hold retail prices in line.

Consumer reaction remained quiet up to this writing.

Echoes of 1954 came from Congresswoman Leonor K. Sullivan, Missouri Democrat, who released to the press a letter she sent to the chairman of the House committee on agriculture. The letter hinted at speculation and suggested, once again, putting coffee futures trading under federal control.

Most newspapers and commentators referred to the coffee price rise with restraint, or only in passing. An editorial in the Greenville, S. C., *News*, for example, explained the shortage of milds under the headline, "Blends Responsible for Higher Coffee."

Some coffee men brought U. S. Department of Agriculture statistics into the picture. They said USDA coffee forecasts indicated an adequate supply of milds. This encouraged minimum stocks and aggravated the pressure on prices when they had to go into the market to buy.

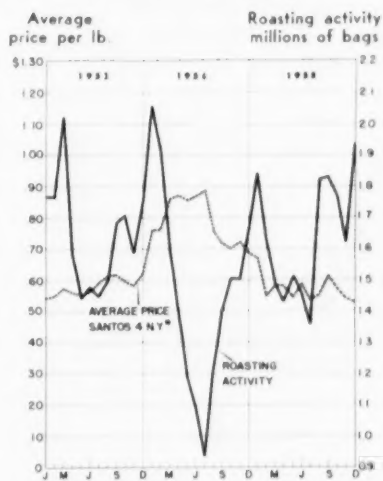
The USDA figures were too high, these coffee men insist.

As successive rounds of roasted coffee price rises were announced, grocers stepped up their orders, to buy against the increase.

Roasters countered with measures designed to keep the orders reasonably close to normal volume for the outlets.

John F. McKiernan, president of the National Coffee Association, about to leave for Brazil together with representatives of other important U.S. industries, told the press that "the coffee industry is historically opposed to

U. S. Coffee Market



*Source: Bureau of Labor Statistics

This chart was shown in Sao Paulo to coffee producer groups by NCA President McKiernan, who pointed to consumer reaction to sharply rising coffee prices in past three years.

high prices for coffee and has constantly endeavored to provide American consumers with good coffee at the lowest possible price."

According to McKiernan, despite an ample total world supply of coffee there has developed a tight supply of some of the types of quality coffee demanded by the American consumer. While this situation has temporarily forced prices upward, there will be no general shortage of coffee, he said.

As a service industry, Mr. McKiernan explained, the U.S. coffee business merely reflects in its price to consumers the world market for green coffee.

In Sao Paulo, Mr. McKiernan told coffee producer groups that during the first half of 1953, when green coffee prices averaged 55 1/2¢ a pound, roasting volume was at 1,675,000 bags per month.

"During the second half of 1953, when green prices had risen to over 60¢ per pound, roasting volume declined to 1,613,000 bags per month," he said. "This trend continued. The latter half of 1954 showed a reversal of the trend in the price of green coffee when it dropped from its all-time record peak to average 74.3¢ per pound. During the same latter half of 1954, roasting volume dropped another 175,000 bags to an average of 1,368,000 per month.

"It was this second half of 1954—during July—that green coffee prices reached their highest levels in U. S. coffee history and monthly roasting averages slumped to far below the 1,000,000 bag mark. In that month, green coffee prices averaged 88.3¢ and the number of bags of coffee roasted was a mere 936,000—half a million bags less than were roasted in the same month one year earlier.

(Continued on page 38)

why point-of-sale material?

... in the case of PACB's iced coffee pieces, to move more of your packages off the shelf — and help the grocer with a selling tool he can use for his entire coffee department all summer long.

By EDWARD E. VAN HORN, Director of Advertising
Pan-American Coffee Bureau

The other day, a roaster we were talking to told us this with reference to the point-of-sale material we've prepared for the iced coffee promotion:

"Why should I use *your* material? My salesmen haven't even time to put up the stuff *we* give them."

Further discussion revealed that this company's "salesmen" averaged over 500 calls per month! Small wonder that they "didn't have time" to talk about special displays.

In our book, this company's advertising program is losing much of its effectiveness by not having the final reminder of their product at the point-of-sale. Particularly under today's selling conditions, when so much business is done in self-service stores.

In advertising, we like to talk about the "chain of impressions" that influence the housewife to buy our products. We start with a newspaper, radio, television or a magazine message in the home. Then we remind her again with a poster or bus-card as she's enroute to the store. And finally, in the store, we want her to be conscious again of our product name. Without that final link, our chain is incomplete—weak.

Strangely enough, this last link in the chain is generally the least expensive. Yet the same advertiser who will spend \$500 a week on newspaper advertising frequently won't spend 50¢ a month in the stores that carry his product.

The complaint is often made that store operators won't let us put up display material, True—they won't. Not if it is just the same as last year's model—not if they can't see that it will do something for *them*. They want to sell merchandise—yours or the next guy's. But if the next guy's idea is better, or he gets there first, he's the boy who gets the business.

Which brings us to the iced coffee material we've prepared for the forthcoming promotion. Why did we put time and money into material that may not be used?

First, the mobile. In the summer, many beverages compete for the consumer's dollar—most of them more popular, for now, than iced coffee. This means that coffee sales go down. But if there's something over the beverage department that calls attention to iced coffee, isn't it reasonable to assume that *some* people will be reminded to buy coffee and to "rediscover" iced coffee? We hope so—so we made up a mobile. Cost to us, 97¢;—price to the trade, 50¢.

And, once a mobile gets up, it stays up a lot longer than most point-of-sale material. Why? Because (a) it doesn't



This iced coffee mobile takes up no shelf or floor space, ties in your brand by showing your actual package, and calls store-wide attention to the coffee department. Moreover, it will stay up most of the summer, a lot longer than most point-of-sale material.

occupy one square inch of shelf space, therefore it costs nothing to display and (b) because most store operators, like most other people, are somewhat lazy. If your salesman puts the mobile up, a certain amount of effort must be expended to take it down and, most operators would just as soon leave it up as go to the trouble of taking it down.

Naturally, we want to promote iced coffee all through the summer, so we developed a mobile *because it will stay up most of the summer*.

What about the store operator? What's in it for him? Well, this mobile is designed to hold an actual package—can, bag or two ounce jar. If you give the operator the mobile—in return for a display or prime shelf position—can't he at least hope for better coffee sales?

Also, store operators are always receptive to an idea or display piece that can be adapted by them. For instance, in the bread and cake business it is quite common to put in a bread rack or cake stand bearing the baker's name, even though the baker knows that it will be used to display competitive products. The store operator is happy to accept such material because he can use it over and over again to his own advantage. In the case of our mobile, if the store operator has a private label coffee, he should

(Continued on page 30)

iced coffee on the West Coast

Many Coast areas are ripe for "Cool off with Coffee" promotion.

Local as well as national efforts could move a lot of coffee.

By MARK M. HALL, San Francisco Representative
Coffee & Tea Industries

There seems to be agreement on the part of roasters in San Francisco that iced coffee has real possibilities for increased business.

Already iced coffee is recommended by some roasters on their instant coffee packages and in their recipe literature. However, for full success, there must be a concerted effort on the part of the roasting trade as a whole, along with industry-level national promotion.

It was thought by one West Coast roaster that the drop-off in consumer sales of coffee amounts to as much as 15% in the four months from May 15th to September 15th. During this time, people increase their consumption of soft drinks, beer and iced tea. This was felt to be true even in San Francisco, where the weather is cool in the summertime.

The reduction in consumption of coffee, however, is not as great here as in the hot weather interior regions, and a tourist influx helps to keep up the consumption of coffee in the restaurants. Outside of the Coast cities, in the hot valley regions of the state, where temperatures go very high, iced coffee has a good opportunity.

If only a small proportion of "cool beverage" sales were obtained, it would mean a large increase in coffee sales.

With effective national and local promotion, this roaster felt that sales could be increased about 10% during these four months in the hotter sections of California.

Cut this estimate in half and there would still be a sizeable increase in the number of bags of coffee added by roasters.

As to the other parts of the West, the opinion is that in the Northwest, especially near the Coast, there is no great loss of coffee sales due to the four summer

months. In Nevada, Arizona, New Mexico and Central and Southern California, the loss in coffee consumption would be as great as in any part of the United States.

Another roaster said he believed the greatest potential for promotion is in the home, although there are fine possibilities in the restaurants.

Proper brewing is essential. The Palace Hotel in San Francisco has iced coffee on its menu. As the coffee served by the hotel is very full-bodied, the regular coffee is served in a pot, along with a tall glass of ice cubes. The brew is strong enough to make a good cup of iced coffee.

Ordinarily it is recommended that the coffee be served double strength and poured over ice cubes. It should also be served at once or within the hour. The same recommendations go for instant coffee.

While there is not much demand at present for iced coffee in restaurants, it is believed by roasters who serve the trade that consumption could be built up and made worthwhile. Iced tea did not really go over in a big way until it was promoted, and it is felt that the same holds true for iced coffee.

Iced coffee can be creamed to suit some peoples' taste. It is also suggested that coffee could be made into cubes in the home freezer or refrigerator, and then used when needed to make iced coffee, thus eliminating the need to strengthen the brew.

In the West, little attention has been paid to the idea of iced coffee. It would therefore seem clear that much educational and promotional work is needed. However, roasters and institutions would be agreeable to the plan if it were well organized and actively promoted and advertised over a long enough period to thoroughly educate the public.

It is not a promotion which could accomplish full results in just one season, but it should be part of a year-to-year effort to bring success.

Some work has been done here on iced coffee, although not on the intensive level sparked by a big industrywide campaign.

Hills Bros., for example, has for the last three years been placing in its retail outlets a four-color point-of-sale banner promoting both iced and hot coffee.

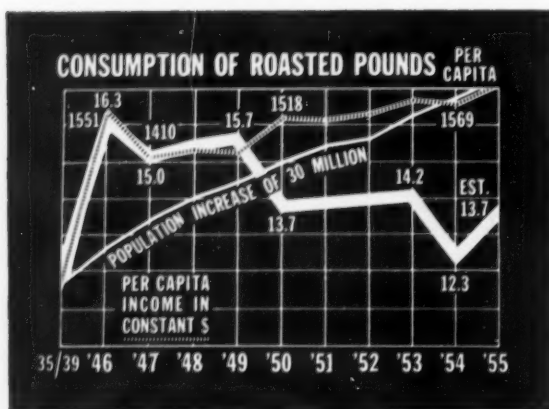
The banner is timed for display from June 1st through July, and covers the entire Hills Bros. territory.

In size, the banner is 19 by 30 inches. The iced coffee illustration not only suggests a good way of drinking coffee, but helps to give Hills Bros. advertising a timely and

(Continued on page 16)



This four-color poster, promoting both iced and hot coffee, has been timed by Hills Bros. for display in the food outlets starting June 1st. The size of the poster is 19 by 30 inches.



present patterns in consumer buying of coffee

By DR. JAMES E. WOOD, Director of Research
Pan-American Coffee Bureau

To hit your market so it will count most, you've got to know that market. Here, in key excerpts from Dr. Wood's analysis at the coffee seminars, are facts about consumer coffee buying which point up targets for advertising and promotion.

Let's look at the way coffee is distributed within the consuming population. The starting point is to show the total amount of coffee used in the United States in a year and then to see where it goes. As you are aware, there is no exact figure for total consumption, but I think everyone is acquainted with a figure called "net civilian disappearance." This estimate, representing the amount of coffee that goes into channels of distribution, is arrived at by taking total imports, subtracting from it re-exports and amounts purchased by the armed services, and making year-end adjustments for inventories of roasters and importers.

Net civilian disappearance of coffee in 1954 was 1.97 billion pounds—almost two billion pounds. 1954 was a year of low consumption, but it is the latest year for which final figures are available. Of that total, 75% was consumed in households, 13% in public eating places, 9.5% at work or while on the job, 29% in institutions—e.g. hospitals, prisons and old people's home:—and about 0.5% went into industrial uses, especially into the making of coffee extracts and flavors.

The coffee industry in 1954 was a \$2.2 billion industry. That figure is made up of \$1.7 billion paid by customers at retail stores and \$500,000,000 paid by restaurants, hotels, institutions and companies to roasters. In a year of higher consumption, and with prices at least at the same level, the

coffee bill would of course be higher and the industry would represent a larger dollar volume.

Our most detailed information is on the pattern of household purchases, which in 1954 accounted for the \$1.7 billion worth of coffee bought at retail and for about 1.5 billion pounds of roasted coffee. Since there are about 50,000,000 households in this country, each one purchased an average of 30 pounds of roasted coffee in 1954.

Now let us see what the coffee-buying habits of households are. One of the most interesting things revealed by an analysis of the regular coffee purchases of households is the wide variation in the amount of coffee bought by different groups. Incidentally, it would not change the pattern noticeably if we used all coffee in this connection, instead of regular only.

To examine the coffee-buying habits of these consuming units we first divided the households into four groups, each of which represented one quarter of the total, according to whether they were "Heavy," "Medium-Heavy," "Medium-Light," or "Light" purchasers.

The next step was to see what proportion of total coffee purchased each of these groups of households bought. We think this analysis opens up a series of important facts. The 25% of the "Heavy" purchasers bought half, or close to half, of all coffee purchased by households in the three six-month periods examined. At the other end of the scale, however, the 25% of households classified as "Light" purchasers accounted for only 5% to 6% of all coffee bought. Between those extremes, we see that the "Medium-Heavy" purchasers took somewhat more than 25% of the total but that the "Medium-Light" purchasers took only 16% to 19% of all coffee bought by households.

Going a step further, it is notable that the "Light" purchasers averaged only 4.2 pounds per household in the first half of 1955, but that the "Heavy" purchasers averaged almost 32 pounds—or more than 7½ times as much.

It will immediately occur to you that the differences in the purchases of the four groups can possibly be accounted for by variation in size of household. Size of household is a factor, but it is not a predominant one. In other words, there are relatively large households among the lighter coffee purchasers and relatively small households among the heavier coffee purchasers, thereby tending to reduce the influence of size of household.

The widely varying amounts of coffee purchased by households in this country is an extremely important fact for the coffee industry. Although a number of studies, including the one made by Benson & Benson for the National Coffee Association, show that around 96% of American homes use coffee, three-quarters of them consume much less coffee than the 25% here classified as "Heavy" consumers.

This means that there is a great potential for enlarging the market among the people who already use coffee but use relatively little of it.

Let's see what some of the characteristics of each of these four groups are that differentiate them further. Let us look at how they reacted to the recent price rise, where they are located, and how they divide by income classes, educational background, and occupation.

The figures would seem to indicate that the ups and downs in the amounts of coffee bought by the "Light" purchasers are more pronounced than is true for the other groups.

There is a relatively high concentration of the heavier coffee purchasers in the North Central States and relatively more of the lighter purchasers in the South. In contrast to that distribution, purchasers in the Pacific region are almost evenly distributed among the four groups.

In general, also, the households in cities of 50,000 and over are relatively better purchasers of coffee than are those in the smaller cities and towns and in the rural areas.

It has been found that the heaviest purchasers of coffee are in households where the age of the housewife is between 35 and 54. Households where the housewife is under 35 years old account for only 14% of the "Heavy" purchasers. In this connection it should be observed that 38% of all married women in this country are under 35 years of age.

The figures which we are here considering indicate that people in the middle-age brackets tend to drink more coffee, but that as they move out of those brackets they tend to drink less. At the same time, the older people remain relatively more important consumers of coffee than the younger ones.

This description of the distribution of coffee consumption by age groups is certainly not meant to suggest a principle, or "law," that will necessarily apply to the future. Indeed, if an increasing proportion of the younger people should become habituated to a weak brew and stay with it into middle age, the incidence of coffee use among the different age groups would, in a few years, be quite different from what it is today.

Putting aside that consideration, we should note carefully that the light consumption of coffee among the younger people, together with the increase that is taking place in the youth population, emphasizes the growing importance of promoting coffee drinking among the younger adults and the teenagers.

Turning to a distribution of coffee purchasers by household income groups, we see that high-income households account for a third of the "Heavy purchasers." At the other end of the scale the low-income households make up a third of the Light purchasers and only 18% of the "Heavy." For the most part, the households in the lower income groups comprise more of the lighter purchasers, households with higher incomes more of the heavier purchasers.

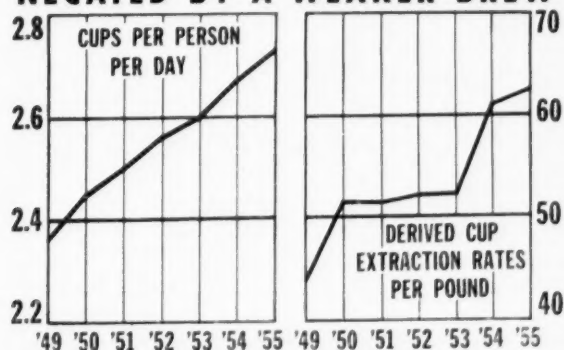
When we look at the picture from the standpoint of the education of the head-of-household, we see that there are more "Light" coffee purchasers than "Heavy" in the households whose head has gone to college. And in contrast to this situation, the households whose heads had grade or high school education had fewer "Light" purchasers than "Heavy" purchasers. This would indicate that the latter group has relatively better coffee customers than the former.

In general, the households headed by skilled workers and laborers are relatively better purchasers of coffee than are those of professional and executive men and farmers.

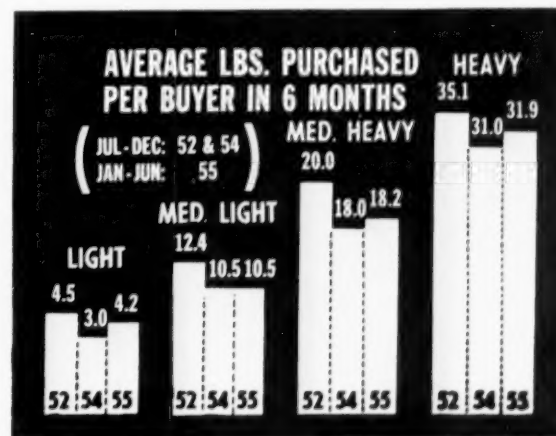
These last points and others lead one to ask whether advertising planning shouldn't take into consideration market facts of this kind. You may have noticed that some of these characteristics also were evident in the Benson & Benson report made to the National Coffee Association. Other private studies that we know of also have corroborated the main findings of this analysis.

In view of the importance of the Negro population in the domestic market we will glance quickly at some of the

GAINS IN AVERAGE CUP CONSUMPTION NEGATED BY A WEAKER BREW



MARCH, 1956



facts it presents. The Negro population in the United States is about 10% of the total, and in certain areas the population is far higher. During the first half of 1955, Negro households in the South purchased an average of 7.3 pounds of coffee as against 14.6 pounds in non-Negro households. In the rest of the country, also during the first six months of 1955, the average purchase per Negro household was 8.5 pounds compared with 14.8 pounds in non-Negro households. Although the Negro has not been a big coffee consumer, the relatively low purchase-rate of Negro households, together with the improving economic status of this group, points to the need for types of promotion directed especially to them.

We have tried to get some measure of "brand loyalty" among regular coffees, and the results are interesting. As you see, 61% of all household purchasers bought no more than two brands during a six-month period. You will draw your own conclusion as to the significance of this, but it seems clear that the 61% had a considerable brand affinity.

I should like to reemphasize the wide differences in the coffee purchases of households and the implications that these differences have for the trade. With respect to the "Heavy" purchasers, the 25% that buys half the coffee, their volume of consumption must certainly be maintained and efforts should be made to increase it. The "Light" purchasers, however, the 25% that buys only 5% or 6% of the coffee that goes into homes, present a great opportunity for promotion, and everything possible should be done to bring about a substantial rise in their volume of consumption. The same is true, although in lesser degree, of the 50% of all households in the "Medium-Light" and "Medium-Heavy" groups.

Public relations ideas for roasters offered by Coburn

"How are YOUR public relations?"

This question was put to roasters at the coffee seminars by C. Gilbert Coburn, director of public relations for the Pan-American Coffee Bureau.

Mr. Coburn offered this checklist—"just to get you started thinking about your own public relations":

- 1. Have you put on coffee brewing demonstrations before local women's clubs?*
- 2. Have you arranged for showings of films about coffee before local organizations?*
- 3. Have you distributed pamphlets about coffee to community leaders, club members, etc., on an occasion such as Coffee Day?*
- 4. Have you worked with department stores on coffee color promotions or other merchandising events?*
- 5. Have you held plant tours or open house for women's groups, educators and school children, or for your employees and their families?*
- 6. Do you have an employee communication program, to give them the facts about coffee, the beverage and the commodity?*
- 7. Have you ever come to the defense of coffee through letters to the editor or otherwise when it has been under attack?*
- 8. Have you appeared on local radio or television programs to talk about coffee?*
- 9. Have you ever set up coffee bars in cooperation with your local police or other highway safety groups?*

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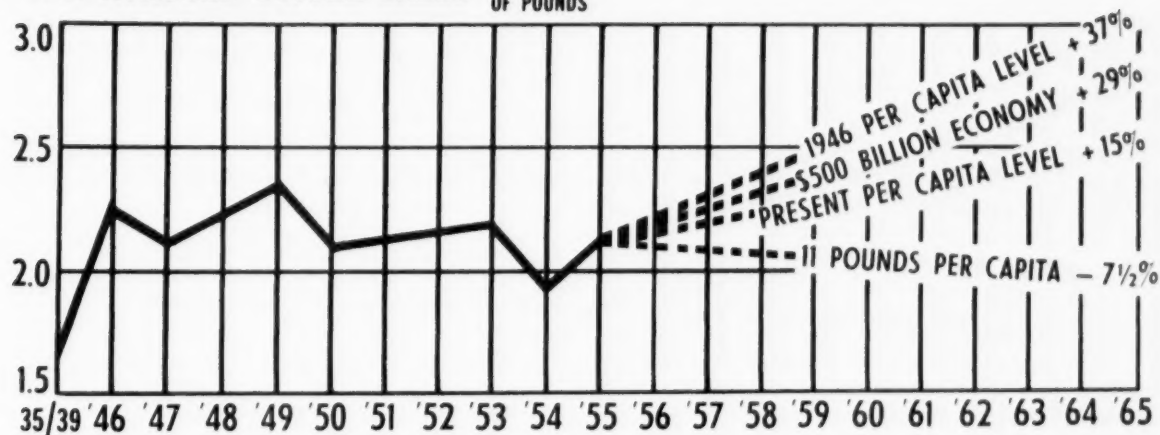
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U. S. ROASTED COFFEE SALES IN BILLIONS OF POUNDS



what's ahead for coffee?

By J. K. EVANS

Mr. Evans, former head of the Maxwell House Division of the General Foods Corp., is consultant to the Pan-American Coffee Bureau. In this coffee seminar talk, he laid a fundamental, long-term challenge before the industry.

I am one of those always prone to lean a little over on the conservative side. But considering the present state of our business, this is one time when we should progress even faster than the rate at which the national economy moves forward. Why? Well, there are other reasons, but let me give you just four:

1. During the recent past, coffee prices rose at a rate disproportionate to the cost of living index. And coffee suffered. Today the exact opposite is true. Whereas wages and raw material costs continue to rise, coffee prices have dropped. In other words, what was once our chief liability, has now become our principal marketing asset.

2. The United States roasters and distributors have in the past year been relieved of some of the risks and financial burden of carrying high-cost, green and finished goods inventories, and are now in a better position to intensify and expand promotional effort. That always makes for a healthy situation.

3. The coffee-break is still in its infancy. Untold millions of cups of coffee will be required to satisfy the growing demands of this new, but now firmly implanted, American custom.

4. Year by year, from here on out and especially from 1960, an ever-increasing share of our total population growth will be within age groups representing coffee's greatest potential. War babies of the early forties will be the coffee drinkers of the sixties. And there are a lot of them on their way up.

Now, assuming the factors I've just mentioned are not

without validity, then what we, as an industry, want to know is how we may expect to fare in the years ahead.

Well, let me take a couple of cuts at it.

For my purpose, I prefer to deal with tonnage. Tonnage is what goes in, and tonnage is what comes out of our roasting plants. I am always reminded that we can neither roast nor sell per capita consumption. So in terms of tonnage, let's first look at the prewar period, and then use as our starting base 1946, when we sold 2 1/3 billion pounds of roasted coffee. Follow through from there, if you will, to 1954 when, eight years later, we sold just under 2 billion pounds, or 13% less than we sold in 1946. In retrospect, it isn't a very pretty picture, but one very encouraging feature is that in 1955, we definitely turned the corner and started moving up.

This brings me to where we go from here.

Suppose—just suppose—we elect to do nothing about it and accept as inevitable a continuing tonnage decline comparable to that which we experienced during the decade prior to 1955. In that case, and despite an expanding economy, we will have lost by 1965, 7 1/2% of what we've got today.

Coffee men being what they are, this sort of reasoning is sheer nonsense, so let's get rid of that one, but quick!

Again suppose that now having turned the corner, we hold our present per capita rate. Nothing more, nothing less! In that case, we would coast into 1965 with a 15% increase accounting for more than 2 1/2 billion pounds of total sales. This one, too, we might as well wash out, because it suggests a course of inertia and complacency incompatible with coffee people and the coffee industry.

Here's one that begins to make sense. Assuming that we keep pace with the predicted expansion of our overall

(Continued on page 63)

"Great service to coffee industry"

"Thanks for sending me a copy of the February issue of your fine publication.

"I have not yet had an opportunity to read the book from cover to cover, as I usually do. However, I have browsed through it and I consider it a swell number.

"I believe that you have done a great job and service for the coffee industry, and take the liberty of respectfully extending congratulations and commendations."

*—John F. McKiernan, President
National Coffee Association
New York City*

iced coffee on the West Coast

(Continued from page 11)

refreshing quality during the hot days.

Instructions on brewing iced coffee are a problem, as far as stating them concisely for the consumer is concerned. Here is how Hills Bros. does it, in their booklet on "The Art of Coffee Making":

"Iced Coffee, served in tall glasses filled with ice, is a refreshing and stimulating warm-weather drink. It can be prepared in two ways.

"The delicious flavor of hot coffee is best retained by making regular-strength beverage and chilling in the re-

frigerator before serving. Use a covered container, preferably not metal.

"For service immediately after brewing, make coffee half again the usual strength by using two-thirds as much water with the normal amount of ground coffee. This extra strength is needed because the hot coffee melts the ice rapidly and thins the beverage.

"The thinning of Iced Coffee can be reduced by using coffee-ice-cubes, easily made by freezing coffee in the ice compartment of the refrigerator.

"Individual preferences regarding sugar and cream in hot coffee do not always apply to Iced Coffee. Many people who drink hot coffee black and unsweetened prefer cream and sugar in Iced Coffee, or vice versa."

"Iced coffee issue a knockout!"

"Your February (iced coffee) issue of Coffee & Tea Industries is surely a knockout!

"Really if everyone of us would get behind iced coffee like you suggested in this magazine, there would be no summer slump.

"Advertising is one of the great powers that get people to do things, and we do believe if this is carried out by all of us that we will enjoy a terrific coffee business this summer of 1936.

"Keep up the good work.

*—Harry P. Riley, Assistant Vice President
Atwood Coffee Co.
Minneapolis, Minn.*

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Solubles

NCA opposes subsidies favoring soluble makers in producing countries over U. S. firms

The board of directors of the National Coffee Association has gone on record against "any form of subsidies which would give soluble coffee manufactures in producing nations a special and unfair advantage over the U. S. soluble coffee manufacturers."

The board's action, taken during its meeting in New Orleans aboard the Delta Line's ship, Delmar, followed its acceptance of a report and recommendations of the association's Soluble Coffee Committee.

The committee was formed after some members voiced concern over the possibility that Latin American firms now processing soluble might enter the U. S. market at some future date.

In its report to the board, the committee reviewed various items in the overall cost of soluble coffee production, including procuring green coffee, labor, management, overhead, capital invested, cost of equipment, freight, packaging, export taxes and subsidies.

The committee stated its opinion that based upon the best information available at this time a producer of soluble coffee in a foreign country would have no cost advantage over a domestic concern in purchasing green coffee."

The committee said that the total labor cost of producing soluble coffee currently is only about 2% of the overall cost of the finished product. "Any saving in labor costs which might result from production abroad would consequently not of itself afford to the foreign producer any worthwhile advantage over a domestic producer," the committee declared.

The committee believed that the cost of management and overhead to a foreign producer would slightly exceed those in this country. However, the committee felt this additional cost would not be a significant disadvantage to the foreign producer.

The committee was informed by carriers that freight rates on soluble coffee from foreign to domestic ports which are now in existence, or are likely to be established, will be approximately four times the rate for green coffee.

Packaging costs of a foreign producer would be greater than those of a domestic producer, the committee said.

The committee emphasized it had taken fully into account the fact that production of soluble coffee abroad "is a development of comparatively recent origin, as to which exact information and extensive experience is not now fully available. It would be premature to assume that it is not possible for further developments to occur which would be of concern to the coffee trade in this country."

Among the committee's recommendations was that it, or a similar body, be maintained to report any new or unforeseen developments relating to offshore-processed soluble.

This committee consisted of Dr. R. A. Reinecke, chairman, Edward Aborn, Earl Ackerman, Russell Atha, Joseph Blumlein, B. F. Close, George Harrison, Frank E. Hodson, Thomas W. Kelly, Charles Leister, John F. McKiernan and Austin O'Brien.

Annual soldier "evaluation"

of instant coffee is underway

The annual soldier-consumer evaluation of instant coffee is currently being conducted at Fort Lee, Va. The field testing is being performed by the Quartermaster Field Evaluation Agency for the Quartermaster Food & Container Institute for the Armed Forces, Chicago.

The test is made to establish the acceptance standard on instant coffee procured by the Armed Forces for use in operational rations. The evaluation, which is in accordance with government specification, is made each year so the acceptance standard may keep up with the most recent advances in instant coffee quality.

It is customary to conduct the test at a military post. Each sample, after being coded, is tasted and rated by at least 200 enlisted men.

This year 13 of the leading manufacturers of instant coffee cooperated with the Quartermaster Corps by submitting samples of their products for evaluation and as reference samples.

Kroger building instant coffee plant

President Joseph B. Hall of the Kroger Co., Cincinnati, Ohio, said construction of an instant coffee plant and an addition to the firm's warehouse in Cincinnati would cost \$1,500,000.

Plans for the new construction were announced in the company's annual financial statement.

Mr. Hall said the instant coffee plant would serve stores in 21 states and eventually would have a capacity of 450 pounds of instant coffee an hour.

Trade Roast

By DOUGLAS WOOD



**Forbes Tea and Coffee Co. bought
by H. & B. American Machine Co.**

Purchase of the 103-year old Jas. H. Forbes Tea and Coffee Co., St. Louis, by the H. & B. American Machine Co., Inc., Chicago, was announced by Victor Nemeroff, president of H. & B.

Forbes is one of the oldest and largest tea, coffee and spice companies in the Midwest.

Under the terms of the sale, H. & B. acquired all the assets and liabilities of the company. The purchase price was in excess of \$750,000.

Net sales of the Forbes Co. in 1955 were approximately \$6,000,000. Mr. Nemeroff said the purchase is part of H. & B.'s broad diversification program and marks his company's first expansion into the food processing field.

The Forbes Co. will continue as a division of H. & B., with James H. Forbes, a grandson of the founder, remaining as president. David Forbes Orwig, vice president, will also remain with the company.

The Forbes company was founded in 1853, and has remained in the same family for three generations. Forbes was the first coffee company west of the Mississippi to sell roasted coffee beans. Prior to that time, coffee had always been sold green for roasting at home.

The green coffee, spices and teas are imported directly by Forbes from all parts of the world. Roasting, grinding, processing and packaging are done at the St. Louis plant.

Coffee accounts for more than one-half of the sales volume, with spice accounting for one-third, and tea, mustard and extracts making up the balance.

The company sells coffee under the Forbes brand name, and also processes and packages coffee for many other companies in the coffee field.

Also under the Forbes trade name, the company manufactures and distributes a complete line of spices, teas and extracts for the general grocery trade. Forbes has been a major supplier to the food manufacturing trade, with distribution throughout the greater Mississippi Valley, from Canada to the Gulf.

Included in the sale were the machinery and equipment, supplies, inventory and accounts receivable. Not included was the Forbes plant, which will be leased by H. & B. The five-story building covers a quarter of a block and has 145,000 square feet of floor space.

The transaction was handled for both parties by Howard Newmark, of Wertheim & Co., New York.

The new division is H. & B.'s fifth.

The midwest division, Indianapolis, and the West Coast division, Culver City, Calif., manufacture structural parts for military aircraft. The Kark division, Brooklyn, N. Y., fabricates custom-designed metal enclosures for the electrical and electronics industries, and the Octigan forge division, Chicago, produces steel forgings.

**Lower coffee prices cut Standard Brands
dollar volume in 1955; unit sales higher**

Net sales of Standard Brands Inc., and subsidiaries operating in the United States and Canada, totaled \$400,665,928 in 1955 as compared to \$415,854,693 in 1954.

Lower coffee prices more than account for the decrease, as unit volume on an overall basis was higher, according to the annual report of the company.



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On the menu

Developments among public feeding outlets

Is coffee going "king size?"

Big cups make big hit at top restaurants

Alert manufacturers are profiting by redesign to meet the demand for "king size," a merchandising observer points out.

King size cigarettes led the way. Now beer is packaged in "half quart" cans in addition to the smaller, standard 12 ounce can. Some other products going "king size" are milk in half-gallon containers and whiskey in Texas fifths (half-gallon bottles).

The double-size orange juice and the jumbo milk-shake are proved business builders. But what about coffee? Now even coffee cups seem headed for a change, the merchandiser points out.

The Hotel New Yorker has had great success in its Lamp Post Corner Restaurant, where a man-sized 14½ ounce brimful capacity cup is featured exclusively. Daniel Ehntholt, genial "Gastheer" of this attractive room, reports that people from all over town have brought guests to his dining room because of the coffee service. Their usual remark, says Mr. Ehntholt, is "Man, wait till you see the cup of coffee they serve you here!"

King-size—or regular size—is available at the Coffee House of the Waldorf-Astoria Hotel in New York City.

Walter S. Mack, president of the C & C Super Corp. and its Nedicks Division, reports the successful introduction of the nine-ounce coffee mug in The Dickens Men-Only Grill. Mr. Mack, successful merchandiser in many fields, states that this device, serving only approximately two ounces more coffee than the service in the seven and one-half ounce standard restaurant cup, has helped bring more customers into this new restaurant. Significant, too, is the fact that customers are not using any more cream and sugar.

According to Cecil E. Sniff, district sales manager of the Shenango Pottery Co., more and more restaurant chains are becoming interested in the "king size" mug, too. He reports that one White Plains, N. Y. chain, the Hamburg Den, is opening its newest restaurant in Stamford, Conn., and will feature exclusively the nine-ounce mug. They have also ordered the larger mugs for their other restaurants.

In-the-home coffee drinking habits seem slated for some changes, too. Last spring one of the largest china manufacturers, Homer Laughlin, introduced their new Epicure pattern. This attractive, modern pattern contains only one multi-purpose cup of nine and a half ounces brimful capacity, which may be used for desserts, soup and coffee. It has a service capacity of eight ounces, about 40% more than the standard china tea cup found in most patterns.

Sales of individual "king size" cup and saucer sets have shown a sharp increase recently, according to Joseph Giarracco, china buyer for B. Altman & Co., New York City. Men, especially, like a large cup of coffee for breakfast, and many are insisting on their own personal cup, at-

tractively decorated with antique-type lettering for "Father," "Pop," etc.

Mr. Giarracco explains that this trend to larger coffee cups is quite a logical development. He said they first became aware of the trend when the four ounce cocktail glass pushed the standard three-ounce glass out of the number one seller position. Today, he reports, the 11 ounce water goblet has taken over where the nine-ounce stemware left off.

What will the "king size" cup mean to the coffee industry? There are basically only three ways to increase coffee consumption among established drinkers, the merchandiser points out:

1. More coffee used in brewing. (Fewer cups per pound.)
2. More frequent consumption of coffee. (Effectively being promoted through the Pan-American Coffee Bureau's coffee-break program.)
3. More coffee per serving. ("King size" cups.)

More restaurants and coffee shop operators are going to "king size" coffee service. The trend in china manufacture is definitely to large cups. Some coffee roasters are now using the "king size" cup for self-liquidating premiums.

Birthday coffee is sell-out

A drugstore in Lincoln, Neb. celebrated its tenth anniversary by offering coffee "on the house" for three days.

Result: 2,100 cups of coffee were served during the three-day celebration, and storewide sales were increased by 20%.

Coffee tops liquor at U. N. bars

Delegates to the United Nations, New York City, drink more coffee than hard liquor.

A tally of 1955 consumption turned up this statistic at the four bars in the UN headquarters.



This 24-page illustrated booklet, "Survey of Beverage Coffee", reports coffee drinking habits, motivations and preferences of consumers patronizing public eating places. Copies are available from The Coffee Brewing Institute, Inc., at \$5.00 for 50.

Crops and countries

coffee news from producing areas

USDA ups its estimate of current Brazil crop; IBC sees lower 1956-57 level

In the face of trade criticism of its forecasts, the United States Department of Agriculture last month increased its estimate of the current Brazil crop by 1,400,000 bags.

USDA's Foreign Agricultural Service estimated that more than 20,600,000 bags of coffee will be registered with the Brazilian Coffee Institute during 1955-56, indicating an exportable surplus of 19,700,000 bags from the 1955 harvest.

Including 3,000,000 bags for internal unregistered consumption, the total harvest for the marketing season 1955-56 would reach 23,600,000 bags.

If total coffee distribution (exports, coastwise shipments and port consumption) for 1955-56 reaches the 15,200,000 bags of 1953-54, approximately 5,400,000 bags will be added to carryovers from the 1955 harvest, FAS said. Total stocks of coffee in Brazil on June 20th, 1956, will increase to 11,900,000 bags, including 3,200,000 bags of coffee held by the government agency, Comissao de Financiamento da Producao.

For 1956-57, FAS forecasts at least 9,000,000 bags registered production for Sao Paulo and about 6.1 million

bags for areas other than Sao Paulo and Parana. No forecast has been made for the State of Parana. Reports from Brazil indicate 650,000 bags registered output for Parana in 1956-57.

The Brazilian Rural Society has proposed that the government purchase an additional 3,000,000 bags of surplus coffee for distribution during the short crop year 1956-57, according to FAS. The proposal is based on the assumption that registrations with the IBC will not exceed 18,000,000 bags during 1955-56 and 12,000,000 bags during 1956-57.

An overall production in Mexico, in 1955-56 of only 1,100,000 bags was forecast by the National Coffee Commission of Mexico and the National Agricultural Union of Coffee Growers of Mexico.

They said 900,000 bags will be the probable export crop and the remainder will be available for the internal market. This compares with a crop estimate of 1,400,000 bags made by the Union in late September, 1955, and with an actual production of 1,600,000 bags during the 1954-1955 season.

Two reasons were attributed by the Union for the crop decrease:

1. The delay in the rains brought about the loss of the first flowerings in the main producing regions. This resulted in marked crop losses which, in some regions of the State of Veracruz, largest coffee producing area, brought up to a 75% smaller crop than in 1954-55.

2. The rain's delay also caused coffee trees to be weakened during a period when the crop should have been almost ripe. The cyclones which then, during the month of October, struck the trees further diminished

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MEDELLIN

ARMENIA

MANIZALES

TOLIMA

GIRARDOT

LIBANO

• ECUADORS

UNWASHED

WASHED

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production. In other states, such as Chiapas, the rainy season was wetter and more prolonged than normal, with unfavorable repercussions on production in general.

The production estimates released by the Agricultural Union were closely paralleled by the National Coffee Commission in its statement. The Commission, through M. A. Cordera, Jr., its president, estimated the present crop will be from 20% to 25% below the crop for the previous year, due to the reasons cited by the Agricultural Union and because of the characteristic two-year coffee cycle in which a bad year customarily follows a good one.

The estimate of the Brazilian Coffee Institute (Instituto Brasileiro de Cafe) said its revised forecast of the current exportable crop was 20,347,810 bags, of which 930,000 were for coastwise shipments, according to Octavio Veiga, Santos correspondent of Coffee & Tea Industries.

Unofficial estimates in Sao Paulo put the total at 21,100,000 bags.

Preliminary official estimates of the 1956-57 crop are 11,850,000 bags, but this is expected to be revised downward in March when field men again survey crops.

IBC explained that the preliminary estimate was made in December but the formation of coffee beans in January and February suffered from droughts followed by heavy rains in mid-February which are expected to bring the total down.

Named head of Bank of Brazil

Sebastio Paes De Almeida has accepted nomination for president of the Bank of Brazil, it is reported by Octavio Veiga.

The official had been serving as Sao Paulo's secretary of finance.

Paulo Guzzo will continue as president of the Brazilian Coffee Institute, according to good sources of information, Mr. Veiga reports.

USDA cuts estimate of Mexico's current crop;

producers say it will be 300,000 bags less

Sharply varying estimates of Mexico's coffee crop were issued last month.

The U. S. Department of Agriculture's Foreign Agricultural Service estimated the Mexican coffee crop of 1955-56 at 1,400,000 bags. This is a reduction of almost 14% from the estimate of December 5th. The revised estimate for 1955-56 approximates the total output for 1953-54.

Of the 1,400,000 bags produced, 1,200,000 bags are expected to be available for export, according to FAS.

The revised estimate follows reports from Mexico that damage from strong winds and rains, and excessive humidity thereafter, caused rotting and heavy damage to the crop.

New market for coffee

Mrs. Fred Dunker of Rockville, Neb., has had unusual success with flowers, her latest triumph being a cactus that has been blooming for more than two months. At one time it had 240 blossoms in addition to numerous buds.

Mrs. Dunker attributes much of her success to black coffee. She feeds it to her plants at intervals.

MARCH, 1956

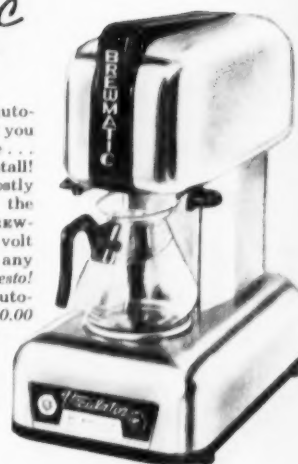
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Dear Sir

Letters to the Editor

USDA's coffee statistics

Dear Sir:

Two years ago a few public spirited Congressmen, and even our honorable President, decided, belatedly, to lament the passing of the five cent cup of coffee. In the mistaken belief that coffee producing countries were hiding their "Brown Gold," as United States Agricultural surpluses are hidden, a score of United States Department of Agriculture agents was loosed on coffee producing countries to vie with native prognosticators. Until then, the coffee industry had never experienced the pleasure and beguilement of statistical abundance.

Why anyone should assume United States Department of Agriculture agents, whose representatives have erred rather broadly in predictions covering crops grown in the United States—as an example, the United States cotton crop by as much as 2,000,000 bales over so short a period as several months this year, could, with accuracy, predict coffee crops several years off, has astounded me. Yet this is the prevailing anomaly.

Even the Wall Street Journal appears to be so confused that it has difficulty with simple subtraction. In its January 16th, 1956, issue, an estimated exportable production for 1955-56 of 38,300,000 bags with world consumption at 34,000,000 is made to produce a carryover of "at least 9,000,000 bags!"

The same Wall Street Journal carried United States Department of Agriculture predictions of Colombia's crops for the years 1956-57 and 1957-58 under bad weather, and good weather. That ambitious and completely useless forecasting!

A case might be made for the premise that prolific releases of the United States Department of Agriculture concerning coffee and diligence in achieving their publication have resulted in harm to our coffee industry.

Virtually all of the United States Department of Agriculture predictions have been of a bearish nature sufficient perhaps to forestall purchase of coffee by United States roasters. Some of these predictions have been changed substantially later, as is illustrated by the following from the National Coffee Association bulletin of September 22nd, 1955:

"Mexico, Sept. 22: The Foreign Agricultural Service rescinded its June report that some 500,000 to more than 1,100,000 bags of surplus coffee were in Mexican warehouses. According to the F. A. S., the most recent information, received from local sources, is that exports of coffee from Mexico between October 1st, 1954, and July 31st, 1955, are officially reported as 1,322,000 bags. The trade there reports 42,000 bags exported during August, and that exportable stocks on September 1st did not exceed 35,000 bags."

The wide publication of United States Department of Agriculture estimates has reached consumers and others concerned with coffee inventories who undoubtedly refrain from buying as much coffee as might have been pur-

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chased without the benefit of these very same estimates.

Deliberately curtailed buying by roasters and importers and the cautious attitude of consumers and grocery distributing organizations would be responsible for low green coffee stocks in the United States and a constant buying pressure resulting in sustained green coffee price levels.

While nothing may have come of it, since the wasting of money seems to be one of the justifications for government, our own National Coffee Association might have served the trade and country better by pointing out the uselessness of more statistical information, or, as has been the case more than once, misinformation.

Irving Manning
Smart & Final Iris Co.
Vernon, Calif.

Dusting eliminated in packaging solubles

Vacuum packing combined with a high degree of filling accuracy now provides a method of packaging soluble coffee, as well as other powdered products that is virtually dust free, it has been announced by the Stokes & Smith Co., Philadelphia.

Known as the Auger-Vac method of volumetric filling, it can be quickly adapted to existing equipment, it was reported. In operation, a vacuum is drawn on any rigid container through a simple attachment assembly at the delivery tube of the filler and the desired fill is then accurately delivered by the auger. When the fill is completed, the vacuum is automatically released to free the container from the sealing gasket. A clean fill is assured, it was stated, and dusting loss is negligible.

The "EG" Universal Filler to which the Auger-Vac is attached is engineered for precise accuracy and versatility, it was emphasized. A simplified electric control panel makes it easy to change from one type of fill to another and to accurately control the amount of fill. Filling cycles can be pre-timed to pace the operator from 15 to 30 units per minute.

Export tax relief set for Guatemala manufacturer of soluble coffee

Soluble coffee manufactured in Guatemala will receive a partial exoneration from export taxes during the first four years that the country's first soluble coffee plant is in operation.

A Guatemalan government decree provides for a 50% reduction during the first two years, and for 25% during the third and fourth years over the initial production of the plant, up to a maximum of 13,000 quintals (about 9,695 60-kilo bags) per year.

Clifford Macgowan, Sr., dead at 77

Clifford Macgowan, Sr., president of the Macgowan Coffee Co., Jackson, Miss., died at his office recently from a heart attack. He was 77.

Mr. Macgowan came to Jackson nearly 50 years ago from New Orleans, where he had been associated with the New Orleans Coffee Co.

Survivors include his wife; two sons, Charles B. MacGowan, vice president of the coffee company, and Clifford Macgowan, treasurer, two grandsons, one sister and three brothers.

MARCH, 1956



Leon Israel & Bros., Inc. Coffee Importers

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Good to the Last Drop!

McKiernan on visit to Brazil urges

25¢ bag assessment for promotion

National Coffee Association President John F. McKiernan, in Brazil on a goodwill tour, urged passage of the proposed increase from 10¢ to 25¢ per bag in the assessment on coffee exported by Pan-American Coffee Bureau nations.

Mr. McKiernan was the coffee industry representative in a group of U.S. businessmen who went to Brazil at the invitation of Janio Quadros, Governor of the State of Sao Paulo.

Mr. McKiernan reported that both Governor Quadros, with whom he talked privately for an hour, and a group of Santos coffee men are in complete accord with the proposed increase, which will be used for additional coffee promotion.

Mr. McKiernan's agenda included conferences with President Juscelino Kubitschek, and also with the presidents of both the Brazil Coffee Institute and the Bank of Brazil.

Beech-Nut names three

to new top positions

The Beech-Nut Packing Co., Canajoharie, N. Y., has announced three major appointments in its executive ranks.

Franklin L. Fero was made a vice president and treasurer of the company. Mr. Fero has been a member of Beech-Nut's board of directors since 1938, and has held the office of treasurer since 1948.

John A. Grammer was appointed vice president and general counsel and was also given the post of director

of industrial relations. He was previously secretary and director of personnel, and has been a member of its board of directors since early 1955.

Edward W. Shineman, Jr. was made secretary. Mr. Shineman is also a member of the board, and will continue in the post of assistant treasurer, which he has held since 1948.

321 department stores took part

in "coffee fashion" promotion

Results are in on the "Coffee Breaks into Fashion" promotion, staged last fall by the Pioneer Suspender Co. with the cooperation of the National Coffee Association.

All told, some 321 department stores across the country took part in the promotion.

In a "Coffee Colors" window display contest, the Grand National Winner was the Fair-Ridglea store in Fort Worth, Texas. Levy Bros., Inc., of Louisville, Ky., was awarded second prize, and Hub Clothiers, Amarillo, Texas, was judged third place winner.

Is that good?

The Oyster Bar in Grand Central Station, New York City, has this menu rider for Irish whiskey:

"May we suggest you try Irish Coffee—which has only slightly to do with the coffee bean."

Hint to farmers

Farmers should take a coffee break twice a day, says the Canadian National Safety Council.

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Premiums

Premium association to sponsor first overall survey of premium use and supply

The Premium Advertising Association of America will sponsor the first comprehensive market study of premium use and supply. It will be conducted by Dr. Arnold Corbin, associate professor of marketing in the Graduate School of Business Administration and the School of Commerce, New York University, Gordon C. Bowen, PAAA president, has announced.

(A survey of premium use in the coffee and tea fields has been conducted annually for six years by COFFEE & TEA INDUSTRIES, formerly The Spice Mill. Preparations are now underway for the seventh annual survey, which will be reported in the June, 1956, issue of this publication.)

The need for the study was determined by a research committee of the PAAA which spent six months in evaluating the kind of information most needed by the industry.

Mail questionnaire

Robert F. Degan, vice-president of Ted Bates & Co., and chairman of the committee, reported that "there is a good deal of specific research information of different degrees of reliability available about some categories of premium use, but there is no accurate, overall marketing picture of the industry.

"The purpose of this study will be to determine the overall characteristic of premium use and supply in this country—who uses premiums, how, when and where—as well as relative expenditures for various types of premiums. We also hope to get an accurate measurement of the extent to which the sale of merchandise for premium use is important to various industries."

The other members of the research committee are: Sam Thompson, vice-president, The Borden Co.; John M. Davidson, executive vice president, Premium Associates, Inc.; Emery M. Lewis, president, Brown & Williamson Tobacco Co.; Frank T. Dierson, PAAA associate general counsel; and George Biderman, PAAA director of public relations.

According to Dr. Corbin, the study will be conducted by means of a mail questionnaire addressed to premium suppliers and premium users, including national advertisers, retailers, and direct selling companies.

"Every company that has used or sold premiums will be invited to participate in the study, in so far as available lists make this possible," Dr. Corbin said. "In this sense, the survey will be a census-like attempt to secure basic data from the entire industry rather than from a pre-selected sample of firms. Personal interviews on a sampling basis will be used as a cross-check on the reliability of the mail replies."

Mr. Brown said that "in addition to a number of specific uses for the survey, it should help every advertiser to put his own premium use in perspective and help every premium supplier to gauge the market for his products."

The managements of the National Premium Buyer's Exposition and of the New York Premium Show are co-operating with the PAAA in financing the study.

MARCH, 1956



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Coffee!*

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Perk-O-Fresh vending going national;

unit dispenses fresh-brewed coffee

The new vending machine that dispenses freshly percolated coffee is going into national distribution, according to plans announced by the Interstate-United Coffee Corp., Chicago.

Under the expansion program for the company's Perk-O-Fresh vending operation, major sales and service offices are being opened in New York City and San Francisco, said Paul Rosenbaum, board chairman.

Within three months, Mr. Rosenbaum said, the corporation will be serving customers in Pennsylvania, Indiana, Michigan, Missouri and Wisconsin, and within a year, customers in almost every state of the union will be receiving the service.

"Since its inception six months ago, the firm's sales in offices, industrial plants, institutions and department stores have risen from 50,000 cups of coffee to 500,000 cups per week," Mr. Rosenbaum said. He predicted that within three or four months, sales will reach 1,000,000 cups per week.

Interstate-United began its service in California but already has spread out to include Illinois, Ohio, New York and West Virginia.

At the present time, both Interstate-United and affiliated companies are handling sales and service. Future plans call for all servicing of customers by affiliates. Some of these affiliated companies will be totally owned by Interstate-United, while all others will be controlled by that corporation.

Mr. Rosenbaum said at least 50 per cent of each of the affiliates will be owned by Interstate-United, with the remainder of stock owned locally.

The Perk-O-Fresh machine was developed by a group of engineers headed by Leslie Arnett, and is said to be the only vending machine that serves coffee freshly percolated right in the machine. Other vending machines either make the brew with concentrates or dispense a pre-percolated product which is kept warm in the machine.

Perk-O-Fresh serves the beverage black, with sugar, with cream, or with both cream and sugar, according to a dialed selection. The cream and sugar are poured into the cup at the same time as the coffee. The swirling action of the pouring stirs the mixture.

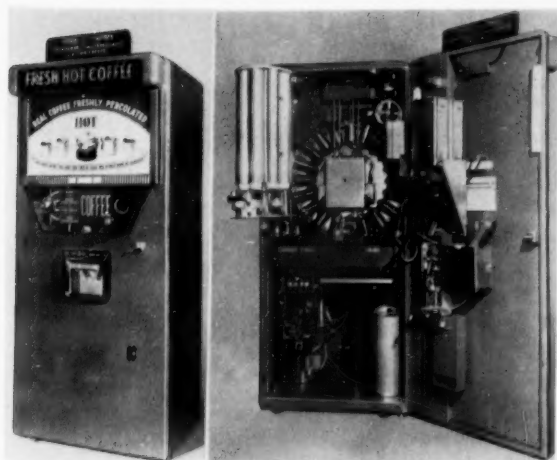
The coffee is made 16 cups at a time, as it is used. Each machine contains 40 percolators, each containing a blend of percolator grind coffee, similar to that used in homes. The capacity of the Perk-O-Fresh machine, without refilling, is 640 cups.

As each percolator is used, a fresh one moves into place and starts brewing 16 more cups. To insure constant freshness, unused coffee is periodically and automatically poured out into a self-contained waste receptacle.

The paper cups are plastic-lined to prevent any paper taste from spoiling the flavor of good coffee.

If consumption during the initial service period indicates a machine will dispense more than 640 cups per day, arrangements are made for more frequent servicing than the regular daily visit by bonded employees.

Testing of the product and machine since the corporation's inception has been conducted in California. Among the large number of companies served there are B. F. Goodrich, American Can, Firestone, Lockheed Aircraft and Walt Disney Studios.



This is the new Perk-O-Fresh vending machine. The interior view shows the 40 percolators set in a double row on the wheel-like rack. Each percolator brews 16 cups of coffee as needed.

Since Interstate-United officially opened its headquarters in Chicago six weeks ago, more than 40 Chicago-area firms have started receiving the Perk-O-Fresh service. Among them are Sears Roebuck, U. S. Rubber, Argonne National Laboratories, Inland Steel Container, Guardian Electric, Austenal Laboratories, Walgreen's and the U. S. Army Corps of Engineers.

Other cities where the machines have been installed recently are Buffalo, Wheeling, Binghamton, Steubenville, Akron, Joliet and several cities throughout Southern California.

The Perk-O-Fresh machines are manufactured by the United States Coffee Corp. in Chicago, and distributed solely by Interstate-United Coffee Corp.

Interstate-United was formed by a group of businessmen headed by Paul and Max Rosenbaum, both of the United Coffee Corp. and other Chicago vending operations; Ronald Wolff, president of the Consolidated Vending Service Co., California, who is now president of Interstate-United, and other California businessmen.

It was incorporated in June, 1955.

In this direction lies the soundest solution to well-being for all coffee interests—producers and the U. S. trade.

New institute for scientific research

on coffee growing set up by El Salvador

The government of El Salvador has created an autonomous Instituto Salvadoreño de Investigaciones del Café, to be known as SIC. The new agency will have authority to conduct scientific investigation aimed at improving techniques of coffee culture, augmenting production, improving quality, reducing production costs and increasing by-product use.

SIC is authorized to publish its findings and to maintain and promote relations with other national and international institutes and organizations.

The directors of SIC will consist of the minister of agriculture, the minister of economy and a representative from each of the following: Compania Salvadoreña del Café, Asociacion Cafetalera de El Salvador, and Instituto Salvadoreño de Fomento de las Producciones.

MARCH, 1956

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PACKS, 2 AND 4 OZ. INSTANT.

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London's coffee market

By JOHN HAY, Industrial Editor
Financial Times
London

The City of London is the nerve center of Britain's commodity and merchanting services. Commonly known as the "square mile," this densely-built area in the heart of London forms the headquarters of companies handling world-wide banking, insurance, shipping, and many other services.

Along the waterfront of the Port of London, and in its vicinity, are many of the warehouses to which are brought the primary products of countries thousands of miles away. That so many commodities are still sent to London for sale, and are dealt with through London, even if not shipped there, is a tribute to the restoration of London's traditional importance as a merchanting center.

Before 1939, London was one of the world's most important centers for marketing coffee. The auctions were attended by all the major buyers, and the producer could sell his coffee through one channel by sending it to London instead of having to contact a large number of small buyers in several countries. At the end of the war the dollar shortage prevented many commodity markets from resuming business, but as the dollar position has eased, they have restarted and developed their normal functions.

Despite the fact that sterling is not yet fully convertible, the United Kingdom government is following a policy designed to allow the maximum freedom to British merchants to foster trading in all kinds of commodities, as far as is consistent with currency solvency.

This is important to each of the Latin American Republics, especially those which rely for economic survival on the production and sale abroad of one or more commodities, and the welfare of their peoples depends on the income received from the sale of their basic produce. Coffee dominates many of the economies, accounting in the case of Colombia, El Salvador and Guatemala for more than three-quarters of the value of all exports. In the case of Costa Rica and Nicaragua the percentage is less than half, but it still is considerable.

While the United States is easily the largest consumer of this coffee, considerable quantities are disposed of in Europe, and every dollar earned by the Central American republics in this way helps to finance governments and support development projects.

Coffee is but one of the commodities handled in the City of London, and hundreds of millions of pounds' worth of tea, wheat, wool, rubber and non-ferrous metals are sold with the aid of the facilities provided by the skilled merchants for the benefit of primary producers.

In order to enable the London coffee market to resume its pre-war position as a central market for world trading in coffee, the United Kingdom government, despite dollar difficulties, allows the free spending of dollars on Central American coffee by British merchants, who resell it to Europe and elsewhere for sterling. This means that countries which might not have dollars available for buying Central American coffee can obtain it through London and pay in transferable sterling.

This scheme is of great assistance to the coffee producing countries of Latin America, because it widens the market for their coffee and facilitates its sale. Coffee producers in these countries are saved the trouble of having to arrange numerous small sales to individual buyers with whom they may have no trading connections.

Very little of this coffee is actually shipped to London. After he has bought it, the London merchant usually arranges to ship it direct via Continental ports to the buyers to whom he has resold it.

The volume of this re-export trade in coffee between brokers, merchants, shippers and agents, is substantial. In 1954, out of a total turnover of coffee in London of some £72,000,000 (\$200,000,000) approximately £20,000,000 (\$56,000,000) was coffee of dollar origin, including about £7,000,000 (\$20,000,000) from Colombia.

The principal European markets to which Central American coffee is resold by London merchants include the

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Netherlands, Sweden, Switzerland and Italy.

From 1939 to 1954, the British consumer was not able to enjoy Central American coffee because, owing to the dollar shortage, no imports were allowed into the United Kingdom for domestic consumption. But in 1955 the British Board of Trade allocated \$7,000,000 for imports for domestic consumption. This has proved to be more than sufficient to cover the needs of the United Kingdom market at present price levels, and in the first six months of 1955, about one-third only of this amount had been used.

Demand in Britain is concentrated for the time being mainly on African and Jamaican coffees, as these are at present, quality for quality, cheaper in price. Central American coffee has, however, a traditional appeal in the United Kingdom market, and it is expected that the demand for it will soon increase when the British public become re-accustomed to drinking Central American blends.

**After 27 years in vacuum can,
coffee is in good condition**

A 27-year-old can of vacuum-packed bean coffee, opened recently at the Woolson Spice Co., Toledo, Ohio, was found to be in good, usable condition, according to R. F. Brucksieker, vice president.

As part of an experimental project at Woolson, the coffee was vacuum-packed in April, 1928, eight years after American Can Co. developed the first key-open collar-type vacuum coffee can.

"After we'd made numerous tests there remained a few cans of whole beans and ground coffee that we stored away in our sample department," he said. "We no longer make tests of this nature because we are thoroughly convinced that vacuum packing is a practical solution to the preserving of quality."

Mr. Brucksieker explained that the old cans were brought out during a discussion about vacuum packaging with Canco officials at the Woolson plant.

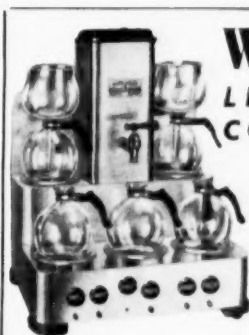
"One of the cans was opened, and the coffee beans ground and brewed," he said. "We were very surprised to find that although the flavor was not quite the same as that of coffee only, say, six months or a year old, possibly because of a breakdown in the oils structure in the original beans, the resulting brew was quite drinkable."

Reeve Angel

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flavor. More coffee per hour
than any unit of similar size.

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"Congratulations on iced coffee issue"

"May I congratulate you on your iced coffee promotion in the February issue.

"If heeded by all roasters and distributors, consumption of coffee during the summer months would be greatly increased.

"In our own business there is rather a strange situation. We do not attempt to sell iced coffee during the summer because of the extra work involved and the disruption of our normal schedule. However, we find that over the past five years our decrease in business in the summer is less than 10% of our normal volume.

"During the first few years of this operation, we experienced a decrease of from 25% to 35% in the warm weather, but as the service became more of an institution, we found the decrease in volume less each year."

—R. W. Blair, General Manager
Industrial Hot Coffee Service
Chicago, Ill.

why point-of-sale material?

(Continued from page 10)

be willing to give you a prime display for the period of your promotion with the understanding that he can use the mobile for his own label coffee when your promotion is over.

Finally, as mentioned above, the mobile doesn't take shelf or window space—it converts dead air into *selling area*.

We've also prepared a shelf-talker with a recipe pad which can be imprinted with a brand name. In light, cool-looking colors, it says "Cool off with Iced Coffee." Attached is a recipe pad headed "Free—take one."

You've undoubtedly heard the phrase "service suggestion." It simply means suggesting ways that your product can be served. So, on the front of the tear-off sheet, we give four recipes for simple but attractive ways to serve iced coffee. On the back, we list three excellent ways to make iced coffee using regular coffee and the best way to prepare it using soluble coffee.

A salesman can put this piece up in seconds—even if he uses a strip of Scotch Tape to secure it!

What's in it for the operator? First, by permitting it to be put up he renders a service to his customers—and he's always willing to do that. Second, the recipes use other products he sells—and he's always willing to sell more products!

For use in restaurants, there's a simple back-bar or window poster. It's made up in cool blue and reads "Cool off with good iced coffee." There's a white, snowy background that borders the poster on which the restaurateur can put a price or "with ice cream . . . 4," etc. This piece can also be

used as a food store window poster imprinted with a brand name.

For that matter, one roaster suggested using the mobile in a restaurant! It hadn't occurred to us, but it could be done—and it might help iced coffee sales a lot.

Why point-of-sale material? Because it's necessary—vital to the success of any promotion or advertising campaign. And if your salesmen aren't "taking the time" for point-of-sale work, point out to them that a few minutes spent getting material in a store can pay off in fatter commissions, particularly in the summer.

Yes, we believe iced coffee can be sold—but not without forging every link in the "chain of impressions" as strong as the rest.

15-year plan to expand coffee output

developed by Coffee Board of India

The Coffee Board of India has published a plan for the increased production of coffee during the next 15 years, it is reported by Valale Chacko, editor and publisher of Planting and Commerce, Ennakulam, India.

The plan proposes to encourage intensive cultivation to obtain the major part of the increase. Schemes have been drawn up to assist small growers of less than 25 acres to replant or expand. It is expected that such assistance will raise production by 23,000 tons by 1970-71.

The bulk of the increase is expected, however, from normal expansion in the industry.

Indian production is to be raised to 68,000 tons within 15 years, of which 45,000 tons are expected from the industry's voluntary expansion and 23,000 tons from assistance given to small growers.

Some of the leading planters, while believing that the plan is objectionable on many grounds, hold the view that it also underestimates the industry's capacity to expand.

The current crop is about 28,000 tons, but district reports indicate a prospective crop of 40,000 tons next year unless the weather turns against coffee during the next three months.

Some of the recently planted coffee in India has been shown to be capable of yielding five to six times the present average. In one amazing case the yield obtained was 33½ cwt. per acre. The country's average yield per acre is only just above 2½ cwt. of coffee per acre!

At present 250,000 acres in India are under coffee. This is two per cent of world acreage.

Coffee from British West Africa

In British West Africa, Sierra Leone is at present the most important coffee producer, followed by Nigeria—where the Cameroons account for about two-thirds of the output—and finally the Gold Coast.

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Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Carib-
bean Line
Alcoa—Alcoa Steamship Co.
Am Exp—American Export Lines
Am Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Dreyfus—Dreyfus Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Transportadora Gran
Colombiana, Ltda.
Gulf—Gulf & South America Steamship
Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines
Independence—Independence Line
JavPac—Java-Pacific Line
Lamp-Ho—Lampori & Holt Line, Ltd
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maerik—Maersk Line
Mam—Mamette Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Neth—Royal Nederland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Intercocean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Cbsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
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ACAJUTLA

3/21	Candida	UFruit	Cr3/30 NY5/3
3/24	La Playa	UFruit	Cr3/28
4/17	Choluteca	UFruit	Cr4/26 NY5/3
4/22	La Playa	UFruit	Cr5/1 N05/23
4/29	Candida	UFruit	Cr5/9 NY5/16

AMAPALA

3/19	La Playa	UFruit	Cr3/28 Ho4/2 N04/4
3/26	Candida	UFruit	Cr3/30 NY4/6
4/18	La Playa	UFruit	Cr4/26 Ho5/1 N05/3
4/22	Choluteca	UFruit	Cr4/26 NY5/3
5/5	Candida	UFruit	Cr5/9 NY5/16

BARRANQUILLA

3/13	Santa Ana	Grace	NY3/21
3/17	A Steamer	UFruit	NY3/21
3/20	Santa Catalina	Grace	NY3/28
3/21	Marna	UFruit	N04/1
3/24	Aggersborg	UFruit	NY4/5
3/27	Santa Teresa	Grace	NY4/4
3/31	A Steamer	UFruit	NY4/12
4/1	Lempa	UFruit	N04/12
4/3	Santa Ana	Grace	NY4/11
4/7	A steamer	UFruit	NY4/19
4/10	Santa Catalina	Grace	NY4/18
4/14	Texas Sword	UFruit	NY4/26
4/16	Marna	UFruit	N04/27
4/17	Santa Teresa	Grace	NY4/25
4/21	Aggersborg	UFruit	NY5/3
4/24	Santa Ana	Grace	NY5/2
4/29	Lempa	UFruit	N05/10

SAILS	SHIP	LINE	DUE
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BARRIOS

3/11	Lempa	UFruit	Ho3/16 N03/18
3/18	Telde	UFruit	Ho3/23 N03/25
3/21	A steamer	UFruit	NY3/29
3/25	Leon	UFruit	Ho3/30 N04/1
3/28	Lovland	UFruit	NY4/5
3/30	Cubahama	UFruit	Ho4/3
4/2	Fiador Knot	UFruit	N04/7
4/4	Ofia	UFruit	NY4/12
4/8	Telde	UFruit	Ho4/13 N04/15
4/11	A steamer	UFruit	NY4/19
4/18	Copan	UFruit	NY4/27
4/25	Lovland	UFruit	NY5/4

BUENAVENTURA

3/12	Santa Isabel	Grace	NY3/19
3/14	Merchant	Gulf	Ho3/23 N03/26
3/15	Santa Leonor	Grace	LA3/24 SF3/26 Se4/1
3/19	Santa Luisa	Grace	NY3/26
3/21	Santa Rita	Grace	NY3/28 Ho4/2 Ba4/4
3/23	Shipper	Gulf	Ho4/6 N04/23
3/26	Santa Cecilia	Grace	NY4/2
4/11	Banker	Gulf	Ho4/20 N04/23

CARTAGENA

3/10	Santa Paula	Grace	NY3/14
3/17	Santa Rosa	Grace	NY3/21
3/21	Marna	UFruit	N04/1
3/31	Santa Rosa	Grace	NY4/4
4/2	Lempa	UFruit	N04/12
4/7	Santa Paula	Grace	NY4/11
4/16	Marna	UFruit	N04/27
4/30	Lempa	UFruit	N05/10

SAILS SHIP LINE DUE

CRISTOBAL

3/13 Candida Ufruit NY4/6
3/13 La Playa Ufruit N04/4
3/27 Marna Ufruit N04/1
4/8 Lempa Ufruit N04/12
4/22 Marna Ufruit N04/27
5/6 Lempa Ufruit N05/10

DAR es SALAAM

3/21 Francois Dreyfus NY4/24 N05/4
3/26 Samarinda Nedlloyd NY4/28 LA5/14 SF5/17 Po5/21 Va5/26 Se5/28
3/26 Afr Moon Farrel NY4/24
4/17 Lombok Nedlloyd NY5/21 LA6/6 SF6/9 Po6/13 Va6/18 Se6/20
4/18 Gerard Dreyfus NY5/23 N06/2
4/19 Afr Piarrel Farrel NY5/18
5/15 Roebiah Nedlloyd NY6/17 LA7/3 SF7/6 Po7/10 Va7/15 Se7/17
5/24 Robert Dreyfus NY6/26 N07/6

LA GUAIRA

3/10 Santa Ana Grace NY3/21
3/13 Santa Clara Grace Ba3/20 NY3/21
3/15 Santa Rosa Grace NY3/21
3/17 Santa Catalina Grace NY3/28
3/20 Santa Monica Grace Pa3/27 NY3/28
3/22 Santa Paula Grace NY3/28
3/24 Santa Teresa Grace NY4/4
3/27 Santa Sofia Grace Ba4/3 NY4/4
3/29 Santa Rosa Grace NY4/4
3/29 Santa Clara Grace Pa4/9 NY4/10
3/31 Santa Ana Grace NY4/11

LA LIBERTAD

3/23 La Playa Ufruit Cr3/28 Ho4/2 N04/4
3/23 Candida Ufruit Cr3/30 NY4/6
4/19 Choluteca Ufruit Cr4/26 NY5/3
4/21 La Playa Ufruit Cr5/1 N05/3
5/1 Candida Ufruit Cr5/9 NY5/16

SAILS SHIP LINE DUE

LA UNION

3/21 La Playa Ufruit Cr3/28 Ho4/2 N04/4
3/25 Candida Ufruit Cr3/30 NY4/6
4/20 La Playa Ufruit Cr4/26 Ho5/1 N05/3
4/21 Choluteca Ufruit Cr4/26 NY5/3
5/4 Candida Ufruit Cr5/9 NY5/16

LIMON

3/11 Candida Ufruit NY4/6
3/11 Otta Ufruit NY3/19
3/23 A steamer Ufruit NY3/31
3/25 Marna Ufruit N04/1
3/28 Aggersborg Ufruit NY4/5
4/4 A steamer Ufruit NY4/12
4/6 Lempa Ufruit N04/12
4/11 A steamer Ufruit NY4/19
4/18 Texas Sword Ufruit NY4/26
4/21 Marna Ufruit N04/27
4/25 Aggersborg Ufruit NY5/3
5/4 Lempa Ufruit N05/10

LOBITO

3/14 Afr Glen Farrel NY4/13
3/19 Afr Glade Farrel NY4/9
3/22 Del Sol Delta N04/14
3/31 Fernford Am-WAfr USA5/15
4/6 Afr Patriot Farrel NY4/27
4/7 Afr Pilot Farrel NY5/7
4/21 Del Alba Delta N05/20
4/21 Taurus Am-WAfr USA5/30
5/17 Del Rio Delta N06/11

LUANDA

3/11 Afr Glen Farrel NY4/13
3/16 Afr Glade Farrel NY4/9
3/20 Del Sol Delta N04/14

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SAILS	SHIP	LINE	DUE
3/29	Fernfiord	Am-WAfr	USA5/15
4/3	Afr Patriot	Farrell	NY4/27
4/4	Afr Pilot	Farrell	NY5/7
4/19	Del Alba	Delta	N05/20
4/19	Taurus	Am-WAfr	USA5/30
5/15	Del Rio	Delta	N06/11

MARACAIBO

3/11	Santa Clara	Grace	Ba3/20 NY3/21
3/18	Santa Monica	Grace	Pa3/27 NY3/28
3/25	Santa Sofia	Grace	Ba4/3 NY4/4
4/1	Santa Clara	Grace	Pa4/9 NY4/10

MATADI

3/13	Afr Glade	Farrell	NY4/9
3/17	Del Sol	Delta	N04/14
3/27	Fernfiord	Am-WAfr	USA5/15
3/31	Afr Patriot	Farrell	NY4/27
4/1	Afr Pilot	Farrell	NY5/7
4/16	Del Alba	Delta	N05/20
4/17	Taurus	Am-WAfr	USA5/30
5/12	Del Rio	Delta	N06/11

MOMBASA

3/16	Afr Moon	Farrell	NY4/24
3/17	Francois	Dreyfus	NY4/24 N05/4
3/31	Samarinda	Nedlloyd	NY4/30 LA5/14 SF5/17 Po5/21 Va5/26 Se5/28
4/15	Gerard	Dreyfus	NY5/23 N06/2
4/23	Lombok	Nedlloyd	NY5/23 LA6/6 SF6/9 Po6/13 Va6/18 Se6/20
5/9	Afr Planet	Farrell	NY5/18
5/19	Robert	Dreyfus	NY6/26 N07/6
5/26	Roebiah	Nedlloyd	NY6/19 LA7/3 SF7/6 Po7/10 Va7/15 Se7/17

PARANAGUA

3/10	Itijai	Brodin	Ba3/30 NY3/31 Ba4/3 Pa4/4
3/11	Mormachawk	Mormac	NY3/31 Ba4/3 Pa4/5 Ba4/7 Nf4/8
3/13	Alphacca	Hol-Int	NY4/4 Ba4/6 Pa4/8 Ba4/10 HR4/11
3/16	Mormacreed	Mormac	NY4/4 Ba4/7 Pa4/9 Ba4/11
3/17	Del Valle	Delta	N04/8 Ho4/13
3/17	Bonita	SCross	NY4/7 Ba4/12 Pa4/14 Ba4/16 Nf4/17
3/20	Axeldyk	Hol-Int	NY4/11 Ba4/13 Pa4/15 Ba4/17 HR4/18
3/20	Mormacrey	Mormac	Jx4/8 Ba4/12 Pa4/14 NY4/16 Ba4/19 Mf4/24
3/21	America	Lloyd	N04/11 Ho4/14
3/22	Santos	Stockard	NY4/10 Ba4/14 Pa4/15
3/22	Equador	Lloyd	NY4/10
3/22	Mormacgulf	Mormac	LA4/17 SF4/20 Va4/24 Se4/26 Po4/28
3/22	Birgitte	Torm	NY4/11 Ba4/14 Pa4/18 HR4/20 Ba4/23
3/23	Hornero	SCross	NY4/10 Ba4/13 Pa4/15 Ba4/17 Nf4/18
3/24	Antonina	Brodin	Ba4/11 NY4/12 Ba4/14 Pa4/16
3/26	Peter Jebson	Nopal	N04/17 Ho4/20
3/27	Mormaclark	Mormac	NY4/16 Ba4/19 Pa4/21 Ba4/22 Nf4/23
3/28	Del Aires	Delta	N04/17 Ho4/22
3/31	Mormacyork	Mormac	NY4/20 Ba4/23 Pa4/25 Ba4/27
4/4	Nicaragua	Lloyd	NY4/26
4/6	Mormacdawn	Mormac	LA5/7 SF5/10 Va5/14 Se5/16 Po5/18
4/7	Del Mundo	Delta	N04/29 H05/4
4/10	Montevideo	Stockard	NY4/28 Ba5/2 Pa5/3
4/12	Estrid	Torm	NY5/2 Ba5/5 Pa5/9 HR5/11 Ba5/14
4/21	Cuba	Lloyd	N05/12 Ho5/18
4/21	Del Santos	Delta	N05/13 Ho5/18
4/22	Brasil	Lloyd	NY5/12
5/5	Del Oro	Delta	N05/27 Ho6/1
5/7	Haili	Lloyd	NY5/26
5/19	Del Campo	Delta	N06/10 Ho6/15
5/21	Chile	Lloyd	N06/11 Ho6/16
5/22	Paraguay	Lloyd	NY6/11
5/26	Del Viento	Delta	N06/17 Ho6/22

PORT SWETTENHAM

3/28	Javanese	Prince	Ha5/5 Ba5/8 NY5/10 Pa5/15 Ba5/17 Nf5/19
4/28	Cingalese	Prince	Ha6/4 Ba6/7 NY6/9 Pa6/14 Ba6/16 Nf6/18
6/3	Malayan	Prince	Ha7/5 Ba7/8 NY7/10 Pa7/15 Ba7/17 Nf7/19

PUERTO CABELLO

3/12	Santa Clara	Grace	Ba3/20 NY3/21
3/15	Santa Rosa	Grace	NY3/21
3/19	Santa Monica	Grace	Pa3/27 NY3/28
3/22	Santa Paula	Grace	NY3/28

MARCH, 1956

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SAILS	SHIP	LINE	DUE
3/26	Santa Sofia	Grace	Ba4/3 NY4/4
3/29	Santa Rosa	Grace	NY4/4
4/2	Santa Clara	Grace	Pa4/9 NY4/10
4/5	Santa Paula	Grace	NY4/11
4/9	Santa Monica	Grace	Ba4/17 NY4/18

PUNTARENUS

3/17	La Playa	UFruit	Cr3/28 Ho4/2 N04/4
3/19	Candida	UFruit	Cr3/30 NY4/6
4/15	Choluteca	UFruit	Cr4/26 NY5/3
4/16	La Playa	UFruit	Cr4/26 Ho5/1 N05/3
4/28	Candida	UFruit	Cr5/9 NY5/16

RIO de JANEIRO

3/13	Canada	Lloyd	NY3/26
3/13	Branco	Nopal	N03/31 Ho4/4
3/14	Itajai	Brodin	Ba3/30 NY3/31 Bo4/3 Pa4/4
3/15	Del Norte	Delta	N03/29
3/16	Bow Plate	IFC	NY3/30 Pa4/1 Ba4/3 Bo4/6 M14/10
3/16	Mormacgulf	Mormac	LA4/17 SF4/20 Va4/24 Se4/26 Po4/28
3/17	Mormachawk	Mormac	NY3/31 Bo4/3 Pa4/5 Ba4/7 N14/8
3/21	Argentina	Mormac	NY4/2
3/21	Bonita	SCross	NY4/7 Bo4/12 Pa4/14 Ba4/16 N14/17
3/21	Alphacca	Hol-Int	NY4/4 Bo4/6 Pa4/8 Ba4/10 HR4/11
3/22	Del Valle	Delta	N04/8 Ho4/13
3/25	Hornero	SCross	NY4/10 Bo4/13 Pa4/15 Ba4/17 N14/18
3/25	Mormacrey	Mormac	Jx4/8 Ba4/12 Pa4/14 NY4/16 Bo4/19 M14/24
3/26	Santos	Stockard	NY4/10 Ba4/14 Pa4/15
3/27	Antonina	Brodin	Ba4/11 NY4/12 Bo4/14 Pa4/16
3/28	Axeldyk	Hol-Int	NY4/11 Bo4/13 Pa4/15 Ba4/17 HR4/18
3/28	Birgitte	Torm	NY4/11 Bo4/14 Pa4/18 HR4/20 Ba4/23
3/29	Del Sud	Delta	N04/12
3/30	Jebson	Nopal	N04/17 Ho4/20
3/31	Del Aires	Delta	N04/17 Ho4/22
3/31	Mormaclark	Mormac	NY4/16 Bo4/19 Pa4/21 Ba4/22 N14/23
3/31	Mormacdawn	Mormac	LA5/7 SF5/10 Va5/14 Se5/16 Po5/18
4/5	Mormacyork	Mormac	NY4/20 Bo4/23 Pa4/25 Ba4/27
4/12	Del Mundo	Delta	N04/29 Ho5/4
4/13	Nicaragua	Delta	NY4/26
4/14	Montevideo	Stockard	NY4/28 Ba5/2 Pa5/3
4/18	Estrid	Torm	NY5/2 Pa5/5 Pa5/9 HR5/4 Ba5/4
4/19	Del Mar	Delta	N05/3
4/26	Cuba	Lloyd	N05/12 Ho5/18
4/26	Del Santos	Delta	N05/13 Ho5/18
5/2	Bow Hill	IFC	NY5/17 Pa5/19 Ba5/21 Bo5/24 M15/28
5/3	Del Norte	Delta	N05/17
5/10	Del Oro	Delta	N0527 Ho6/1
5/13	Haiti	Lloyd	NY5/26
5/17	Del Sud	Delta	N05/31
5/24	Del Campo	Delta	N06/10 Ho6/15
5/26	Chile	Delta	N06/11 Ho6/16
5/28	Paraguay	Lloyd	NY6/11
5/31	Del Viento	Delta	N06/17 Ho6/22

SANTOS

3/11	Branco	Nopal	N03/31 Ho4/4
3/12	Canada	Lloyd	NY3/26
3/13	Itajai	Brodin	Ba3/30 NY3/31 Bo4/3 Pa4/4
3/13	Bow Plate	IFC	NY3/30 Pa4/1 Ba4/3 Bo4/6 M14/10
3/14	Del Norte	Delta	N03/29
3/16	Mormachawk	Mormac	NY3/31 Bo4/3 Pa4/5 Ba4/7 N14/8
3/19	Argentina	Mormac	NY4/2
3/20	Mormacrey	Mormac	NY4/4 Bo4/7 Pa4/9 Ba4/11
3/20	Bonita	SCross	NY4/7 Bo4/12 Pa4/14 Ba4/16 N14/17
3/20	Alphacca	Hol-Int	NY4/4 Bo4/6 Pa4/8 Ba4/10 HR4/11
3/21	Del Valle	Delta	N04/8 Ho4/13
3/21	Mormacgulf	Mormac	LA4/17 SF4/20 Va4/24 Se4/26 Po4/28
3/24	Hornero	SCross	NY4/10 Ba4/13 Pa4/15 Ba4/17 N14/18
3/24	Santos	Stockard	NY4/10 Ba4/14 Pa4/15
3/24	Mormacrey	Mormac	Jx4/8 Ba4/12 Pa4/14 NY4/16 Bo4/19 M14/24
3/25	America	Lloyd	N04/11 Ho4/14
3/26	Birgitte	Torm	NY4/11 Bo4/14 Pa4/18 HR4/20 Ba4/23
3/26	Antonina	Brodin	Ba4/11 NY4/12 Bo4/14 Pa4/16
3/27	Equador	Lloyd	NY4/10
3/27	Axeldyk	Hol-Int	NY4/11 Bo4/13 Pa4/15 Ba4/17 HR4/18
3/28	Del Sud	Delta	N04/12
3/28	Jebson	Nopal	N04/17 Ho4/20
3/30	Del Aires	Delta	N04/17 Ho4/22
3/30	Mormaclark	Mormac	NY4/16 Bo4/19 Pa4/21 Ba4/22 N14/23
4/4	Mormacyork	Mormac	NY4/16 Bo4/19 Pa4/21 Ba4/22 N14/23
4/5	Mormacdawn	Mormac	LA5/7 SF5/10 Va5/14 Se5/16 Po5/18
4/11	Del Mundo	Delta	N04/29 Ho5/4

SAILS	SHIP	LINE	DUE
4/12	Nicaragua	Lloyd	NY4/26
4/12	Montevideo	Stockard	NY4/28 Ba5/2 Pa5/3
4/16	Estrid	Torm	NY5/2 Bo5/5 Pa5/9 HR5/11 Ba5/14
4/18	Del Mar	Delta	N05/3
4/25	Del Santos	Delta	N05/13 Ho5/18
4/25	Cuba	Lloyd	N05/12 Ho5/18
4/27	Brasil	Lloyd	NY5/12
4/30	Bow Hill	IFC	NY5/17 Pa5/19 Ba5/21 Bo5/24 M15/28
5/2	Del Norte	Delta	N05/17
5/9	Del Oro	Delta	N05/27 Ho6/1
5/12	Haiti	Lloyd	NY5/26
5/16	Del Sud	Delta	N05/31
5/23	Del Campo	Delta	N06/10 Ho6/15
5/25	Chile	Lloyd	N06/11 Ho6/16
5/27	Paraguay	Lloyd	NY6/11
5/30	Del Viento	Delta	N06/17 Ho6/22

TANGA

3/18	Francois	Dreyfus	NY4/24 NN05/4
3/21	Afr Moon	Farrell	NY4/24
3/27	Samarinda	Nedlloyd	NY4/30 YA5/14 SF5/17 Po5/21 Va5/26 Se5/28
4/14	Afr Planet	Farrell	NY5/18
4/16	Gerard	Dreyfus	NY523 N062
4/23	Lombok	Nedlloyd	NY5/23 LA6/6 SF6/9 Po6/13 Va6/18 Se6/20
5/16	Roebiah	Nedlloyd	NY6/19 LA7/3 SF7/6 Po7/10 Va7/15 Se7/17
5/20	Robert	Dreyfus	NY6/26 N076

VICTORIA

3/24	Del Valle	Delta	N048 Ho4/13
3/27	America	Lloyd	N04/11 Ho4/14
4/2	Del Aires	Delta	N04/17 Ho4/22
4/11	Del Mundo	Delta	N04/29 Ho5/4
4/27	Cuba	Lloyd	N05/12 Ho5/18
4/28	Del Santos	Delta	N05/13 Ho5/17
5/12	Del Oro	Delta	N05/27 Ho6/1
5/26	Del Campo	Delta	N06/10 Ho6/5
5/27	Chile	Lloyd	N06/10 Ho6/16
6/2	Del Viento	Delta	N06/17 Ho6/22

TEA BERTHS

CALCUTTA

3/10	Exchange	Am-Exp	Bo4/15 NY4/17
3/22	Exhibitor	Am-Exp	Bo4/28 NY4/30
3/24	City N.Y.	Ell-Buck	Bo4/26 NY4/27 Pa4/29 N15/2 Ba5/3
4/8	City Madras	Ell-Buck	Bo5/13 NY5/15 Pa5/17 N15/19 Ba5/22
4/10	Exminster	Am-Exp	Bo5/15 NY5/16
4/21	Express	Am-Exp	Bo5/28 NY5/29

COCHIN

3/11	Eastern	Prince	Ha4/4 Bo4/7 NY4/9 Pa4/14 Ba4/16 N14/19
3/20	Exchange	Am-Exp	Bo4/15 NY4/17
3/30	Exhibitor	Am-Exp	Bo4/28 NY4/29
4/11	Javanese	Prince	Ha5/5 Bo5/8 NY5/10 Pa5/15 Ba5/17 N15/19
4/20	Exminster	Am-Exp	Bo5/15 NY5/16
4/29	Express	Am-Exp	Bo5/28 NY5/29
5/11	Cingalese	Prince	Ha6/4 Bo6/7 NY6/9 Pa6/14 Ba6/16 N16/18
6/11	Malayan	Prince	Ha7/5 Bo7/8 NY7/10 Pa7/15 Ba7/17 N17/19

COLOMBO

3/11	Madison	Am-Exp	NY4/19 Bo4/23 Ba4/25 HR4/26 LA5/10 SF5/14
3/13	Malra	Cunard	Bo4/11 NY4/13 Pa4/18 N14/20 Ba4/22
3/13	Western Prince	Cunard	Se4/12 N04/17 Ho4/20 Ga4/21
3/15	Exchange	Am-Exp	Bo4/15 NY4/17
3/19	Saiatiga	JavPac	LA5/4 SF5/8 Po5/13 Se5/17 Va5/21
3/20	Trein	Maersk	NY4/21 M15/5
3/28	Exhibitor	Am-Exp	Bo4/28 NY4/30
4/11	Javanese	Prince	Ha5/5 Bo5/8 NY5/10 Pa5/15 Ba5/17 N15/19
4/15	Exminster	Am-Exp	Bo5/15 NY5/16
4/20	Cornelius	Maersk	NY5/25 M16/9
4/27	Express	Am-Exp	Bo5/28 NY5/29
5/5	Leise	Maersk	NY6/7 M16/21
5/11	Cingalese	Prince	Ha6/4 Bo6/7 NY6/9 Pa6/14 Ba6/16 N16/18
6/11	Malayan	Prince	Ha7/5 Bo7/8 NY7/10 Pa7/15 Ba7/17 N17/19
5/19	Anna	Maersk	NY6/17 M17/1

DJAKARTA

3/17	Javanese	Prince	Ha5/5 Bo5/8 NY5/10 Pa5/15 Ba5/17 N15/19
3/18	Eise	Maersk	NY5/7 M15/21

MARCH, 1956

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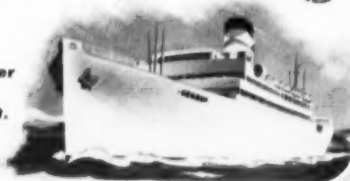
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SAILS SHIP LINE DUE

4/14	Cingalese	Prince	Ha6/4 Bo6/7 NY6/9 Pa6/14 Ba6/16 Nf6/18
4/27	Anna	Maersk	NY6/17 Mf7/1
5/14	Malayan	Prince	Ha7/5 Bo7/8 NY7/10 Pa7/15 Ba7/17 Nf7/19

DJIBOUTI

3/26	Exchange	Am-Exp	Bo4/15 NY4/17
4/6	Samarinda	Nedlloyd	NY4/30 LA5/14 SF5/17 Po5/21 Va5/26 Se5/28
4/26	Exminster	Am-Exp	Bo5/15 NY5/16
4/29	Lombok	Nedlloyd	NY5/23 LA6/6 SF6/9 Po6/13 Va6/18 Se6/20
5/26	Roebiah	Nedlloyd	NY6/19 LA7/3 SF7/6 Po7/10 Va7/15 Se7/17

HONG KONG

3/15	Am. Scientist	Pioneer	NY4/23
3/18	Johannes	Maersk	SF4/11 LA4/14 NY4/28
3/20	Tudor	Barb-Wn	SF4/11 LA4/13 NY4/29
3/22	Wave	Pioneer	NY4/29
4/3	Peter	Maersk	SF4/26 LA4/29 NY5/14
4/4	Lisholt	Stockard	NY5/13
4/5	Tungsha	Barb-Wn	SF4/27 LA4/29 NY5/15
4/18	Jeppesen	Maersk	SF5/11 LA5/14 NY5/29
4/20	Taiwan	Barb-Wn	SF5/12 LA5/14 NY5/30
5/3	Maren	Maersk	SF5/25 LA5/28 NY6/13
5/18	Susan	Maersk	SF6/10 LA6/13 NY6/27

KOBE

3/11	Talleyrand	Barb-Wn	SF3/27 LA3/29 NY4/14
3/19	Jackson	Am-Pres	NY5/27 Bo6/1 Ba6/4 HR6/5
3/20	Am. Scientist	Pioneer	NY4/23
3/25	Johannes	Maersk	SF4/11 LA4/14 NY4/28
3/26	Tudor	Barb-Wn	SF4/11 LA4/13 NY4/29
3/27	Wave	Pioneer	NY4/29
4/9	Peter	Maersk	SF4/26 LA4/29 NY5/14
4/10	Lisholt	Stockard	NY5/13
4/11	Tungsha	Barb-Wn	SF4/27 LA4/29 NY5/15
4/24	Jeppesen	Maersk	SF5/11 LA5/14 NY5/29
4/26	Taiwan	Barb-Wn	SF5/12 LA5/14 NY5/30
5/9	Maren	Maersk	SF5/25 LA5/28 NY6/13
5/25	Susan	Maersk	SF6/10 LA6/13 NY6/27

SHIMIZU

3/11	Sally	Maersk	SF3/27 LA3/30 NY4/14
3/22	Am. Scientist	Wave	NY4/23
3/27	Johannes	Maersk	SF4/11 LA4/14 NY4/28
3/29	Wave	Pioneer	NY4/29
4/11	Peter	Maersk	SF4/26 LA4/29 NY5/14
4/26	Jeppesen	Maersk	SF5/11 LA5/14 NY5/29
5/11	Maren	Maersk	SF5/25 LA5/28 NY6/13
5/27	Susan	Maersk	SF6/10 LA6/13 NY6/27

YOKOHAMA

3/15	Sally	Maersk	SF3/27 LA3/30 NY4/14
3/16	Jackson	Am-Pres	NY5/27 Bo6/1 Ba6/4 HR6/5
3/24	China	PacTrans	SF4/4 LA4/8
3/24	Am. Scientist	Pioneer	NY5/23
3/31	Wave	Pioneer	NY4/29
3/31	Johannes	Maersk	SF4/11 LA4/14 NY4/28
4/13	Trisholt	Stockard	NY5/13
4/13	Lisholt	Barb-Wn	SF4/27 LA4/29 NY5/15
4/15	Peter	Maersk	SF4/26 LA4/29 NY5/14
4/30	Jeppesen	Maersk	SF4/26 LA4/29 NY5/14
4/30	Taiwan	Barb-Wn	SF5/12 LA5/14 NY5/30
5/15	Maren	Maersk	SF5/25 LA5/28 NY6/13
5/31	Susan	Maersk	SF6/10 LA6/13 NY6/27

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**New organization set up
to export coffee from Brazil**

In Brazil a new organization, the Corporacao Brasileira de Cafeicultores S.A. (Brazilian Coffee-Growers Corporation), has been formed "to export and market coffee abroad produced in Sao Paulo and other Brazilian states".

The new corporation, it is said, has the sponsorship of the Sao Paulo Coffee-Growers Association.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Month Brazil	Others	Total
1954							
April	1,350	634	814	1,448	852	365	1,217
May	1,089	532	499	1,031	687	362	1,049
June	1,231	303	789	1,092	452	439	891
July	868	162	592	754	311	596	907
August	674	247	552	799	438	640	1,078
September	740	266	529	795	320	572	892
October	846	518	398	916	543	590	1,133
November	1,087	501	488	989	403	512	915
December	1,068	975	1,122	2,097	1,035	532	1,567
1955							
January	1,416	605	871	1,476	738	446	1,184
February	1,144	411	874	1,285	567	425	992
March	1,390	434	1,027	1,461	194	541	735
April	1,193	540	650	1,190	425	381	806
May	1,715	585	1,159	1,744	533	422	955
June	1,372	331	984	1,315	272	406	678
July	1,580	739	894	1,632	728	362	1,090
August	1,360	579	745	1,324	484	330	814
September	1,490	731	775	1,506	543	349	892
October	1,894	1,063	824	1,887	1,024	213	1,237
November	2,048	1,017	996	2,013	1,432	303	1,129
December	2,115	842	1,007	1,849	1,100	222	878
1956							
January	1,516	738	905	1,643	1,351	571	780
February	1,894	828	977	1,805	1,325	445	880

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The coffee outlook

A correct evaluation of what lies behind us is always essential in determining the outlook for the period ahead. That's why coffee men will study with deep interest, and some surprise, the figures on 1955 green coffee holdings and roastings issued by the U. S. Census Bureau.

Here are highlights of that report:

Inventories of green coffee held by roasters, importers, and dealers in the United States totaled 2,187,000 bags last December 31st, an increase of 8% over the 2,032,000 bags held on Dec. 31th, 1954.

Coffee roastings during 1955 amounted to 18,813,000 bags—7% above 1954 roastings of 17,601,000 bags.

Roasting for soluble coffee totaled 2,323,000 bags in 1955, an increase of 13% over 1954. The proportion of roastings used for soluble coffee to total roastings in 1955 was 12.3% compared with 11.7% in 1954.

Imports amounted to 19,641,000 bags during 1955,

15% over 1954 imports but still below the level of 1951, 1952 and 1953.

At the end of the first two quarters in 1955, stocks were at a relatively low level—amounting to 1,806,000 bags on March 31st, 1955. Stocks were further reduced by September 30th to 1,445,000 bags—the lowest level measured in surveys conducted by the Bureau since 1948.

However, heavy imports during the fourth quarter raised the stock level by year-end by more than 50 per cent over September 30th stocks, the Census Bureau noted.

First quarter 1955 roastings of 4,708,000 bags were down 16% from the 5,629,000 bags roasted during first quarter of 1954. Roastings during the second and third quarters of 1955 were only slightly below first quarter 1955 roastings, but substantially above roastings in the comparable periods of 1954.

Fourth quarter 1955 roastings of 5,000,000 bags were 6% above the 4,700,000 bags roasted in the fourth quarter of 1954.

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coffee prices rise in supply "paradox"

(Continued from page 9)

"The first half of 1955 saw reversed trends. Green coffee prices returned to 58.4¢, and roasting activity climbed back up to 1,566,000 bags per month. In the last six months of 1955, this trend continued, with green coffee averaging 55½¢, and roasting volume all the way back to the levels of late 1952 at 1,721,300 bags per month.

"This review of the U. S. coffee market would seem dramatic evidence of the budget-consciousness of the American consumer. The reaction to sharply rising coffee prices is mirrored in both the drastically reduced per capita consumption figures compiled by the Pan-American Coffee Bureau's experts and in the collapsing coffee roasting activity of U. S. processors. This consumer attitude is also reflected graphically in the reduced volume of coffee which Brazil exported to American markets during the same period. To be specific, in 1953, you exported to the United States nearly 9,000,000 bags; in 1954, it dropped to 6,300,000 bags; and, in 1955, it climbed back to 7,700,000 bags."

In a memorandum to the U. S. coffee industry, Charles G. Lindsay, manager of the Pan-American Coffee Bureau, said that the increasing concern over the current supply and demand situation, as it affected coffee prices, was understandable.

"Newspaper reports in recent months have quoted various official and semi-official sources to the effect that world supplies of coffee were large, that the crop outlook was good, and that a downward price trend could be expected," Mr. Lindsay said.

"Coffee is an agricultural product and is, therefore, subject to weather damage like any other crop. The current situation reflects unfavorable growing conditions in certain areas, with the result that crop estimates, especially for the mild coffee-producing countries, have now been revised downward."

Mr. Lindsay cited a New York Times article which pointed out that it is the "lower-grade coffees that are in heavy supply, while premium types may not be sufficient to meet world demand."

The Times said that in Africa the situation is similar to the one in Central America and Colombia: "Most of the premium grades there are bought by European interests at higher prices than American importers are willing to pay. The preponderance of the coffee still available in Africa is lower grade."

Mr. Lindsay also quoted the New York Herald-Tribune, which said that the mild coffees produced in Central America and Colombia were hit by torrential winter rains.

In addition, Mr. Lindsay cited a Wall Street Journal article on the views of Manual Mejia, general manager of the National Federation of Coffee Growers of Colombia:

"Mr. Mejia laid part of the blame for coffee price increases on 'overly optimistic estimates of Colombia's production and carryover stocks, which I attempted to correct several weeks ago'. These estimates, he said, 'gave coffee buyers a false impression of current conditions' and led roasters to continue buying only enough coffee to meet week-to-week roasting schedules. In addition, he asserted, U. S. roasting has increased steadily during the

past few weeks and brought even greater pressure on existing supplies."

Both the National Agricultural Union of Coffee Growers of Mexico and the National Coffee Commission of Mexico commented on current higher prices for mild coffees. The Commission pointed out that marketing is outside its province, since its mission is to expand good coffee growing techniques, but added that it believed that higher prices today are a natural result of curtailed production both in Mexico and in the majority of the other mild coffee countries.

The union declared it would be unjust to hold the mild countries responsible for the price increase; it is not due "to any speculative maneuver but rather to natural phenomena which we, the Mexican producers, are the first to regret."

"Our aspiration has been and will continue to be the stabilization of prices" the statement continued, "since we are convinced that it would tend to normalize consumption; their instability—which disrupts the normal relationship of supply and demand—also upsets the grower's calculations, thus making him liable to produce more than the market requires or less than it has to have."

Processing methods may affect coffee weight, soluble solids, flavor, aroma, research shows

Differences in the processing of coffee in the producing countries may affect not only the weight of the coffee, but also the amount of extraction of soluble solids, flavor and aroma constituents, and the quality of the drink.

This was revealed in initial experiments conducted in Brazil by the IBEC Research Institute.

The results of these experiments require further confirmation, it is pointed out in the organization's Bulletin No. 6, a report on the research program in Brazil.

Other studies are being conducted on coffee horticulture and plant chemistry, various phases of coffee processing and agricultural chemicals for coffee.

Copies of Bulletin No. 6 are available from: IBEC Research, Caixa Postal 8245, Sao Paulo, Brazil.



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"Well, I've had three years of coffee-making with BBDO, two with J. Walter Thompson, and a year and a half of coffee-making and sweet-roll buying with Y&R".

Editorials

The iced coffee potential

We have an inkling, now, of the progress coffee can make even this year to knock out the \$100,000,000 summer slump.

That inkling comes from reactions by coffee men to last month's special iced coffee issue of *COFFEE & TEA INDUSTRIES*, formerly *The Spice Mill*.

Some of the reactions were in the form of letters; a few are printed elsewhere in these pages. Even more informative were talks with roasters, green men, members of allied fields.

By and large, coffee men welcome the new attack on the iced coffee potential.

They consider the new information on iced coffee, especially the consumer motivation research and its conclusions, enormously helpful in working out effective advertising.

They are glad the industry's subjective factors—mental blocks on iced coffee among members of the trade—were laid out on the table for all to see and weigh.

They found stimulating the profitable experiences in iced coffee, even without general promotion, of some roasters and of certain restaurants.

They felt the perspective in iced coffee for instants might indicate one of the most fruitful fields for solubles.

Above all, they welcome the new campaign on iced coffee by the Pan-American Coffee Bureau for the coming season.

These reactions are general, but not universal, as was to be expected.

Some coffee men still can't see iced coffee. They think the summer slump has always been with us, so it always will be. A few of them still feel iced coffee isn't any good; otherwise wouldn't there be more demand for it?

These coffee men are clinging to attitudes which have no basis in reality.

As was pointed out in the February issue in the basic statement, "Coffee's \$100,000,000 potential," summer slumps need not continue in the future, just because they've been true in the past. Other industries, with tougher summer problems than coffee, have shown this.

Moreover, if iced coffee hasn't sold, it's not that the product is no good. It's just that it's never been promoted—heavily and consistently.

These coffee men will come around, as soon as the \$100,000,000 potential begins swelling competitors' sales.

Even for coffee men generally, who see the iced coffee opportunity, awareness isn't enough. We've got to act, and time is short.

Line up your advertising and merchandising programs. Order the powerful point-of-sale material PACB is making

available to you at less than cost. Set up briefing sessions for your salesmen. Show them how iced coffee can make money for them. Work out tie-ins with allied products.

And plan to take *full* advantage of what the program can do for your brand. Run your campaign through the whole iced coffee season—June, July and August.

With an energetic iced coffee promotion for your brand, you can use the industry-level push to funnel some of that \$100,000,000 your way this summer.

Tea's Midyear Meeting

Tea men have developed a spring tradition which is a unique merchandising asset.

That tradition is the Midyear Meeting of the Tea Association of the U. S. A.

This year's meeting, particularly, promises to pack a lot of power into a few hours. So much so, in fact, that anyone in tea—packer, importer, broker, distributor or allied member—will find he can't afford not to be on hand.

For one thing, the session will be tight in time—from three to five in the afternoon, on May 17th, at the Hotel Biltmore. So it won't take much out of anyone's day.

Even more important, the meeting will unfold developments of vital importance to tea now and in the future.

This will be the meeting at which tea men generally will, for the first time, see the production model of the new automatic tea machine for restaurants, and get a picture of what's ahead for the new unit.

Some tea men consider the machine to be the single most significant development in the restaurant tea market in many decades.


They feel it overcomes basic obstacles which have hampered the preparation and service of tea in public eating places. They say it will really open the restaurant market to tea's full potential, for the first time.

This, too, will be the meeting at which the industry's new iced tea advertising campaign will be presented to the trade.

This year's iced tea promotion will not be an extension of the campaigns used in previous years. It will be a fundamentally new advertising approach, and one which packers will be able to work into their own programs.

A preview of what's ahead in tea publicity will also be presented.

Tea's Midyear Meeting, 1956, can be a springboard for industry progress. It can also be a springboard for advances by your own company—if you and your key men are there.



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MEMBER: TEA ASSOCIATION OF U.S.A.

India's tea growers seek brake on output

By VALALE I. CHACKO, Editor and Publisher
Planting & Commerce
Ernakulam, India

South India, the third largest tea growing area in the world, produced just over 129,000,000 lbs. in 1955, or barely half a million pounds more than the record production of 1954.

Tea growers put a brake on production by resorting to finer plucking.

South India's tea exports to the world markets were the same as the year before, around 76,000,000 lbs.

About 28% of India's total production is consumed within the home market, but South India's 40% is sold internally.

Apart from the marked fall in the price of tea compared to January or February last year—which was not a normal period anyhow—there is strong fear that the Plan Budget to be announced next month will contain proposals for new and heavier burdens.

One of the problems engaging the attention of growers in some of the important Southern districts is a small worm which has the habit of rolling the bud leaves around itself, thereby stunting the growth of the tea leaves. It has appeared in a mildly epidemic form in the Central Travancore area. The planters are viewing the matter with some concern, and the scientific department of the United Planters' Association has delegated research workers to study the "flush worm" attack.

North India, which ended the 1955 season, producing an all-time record crop of over 540,000,000 lbs., is faced with three sizable problems this year.

On the recommendations of the Auction Committee, the government of India had restricted consignment of tea to London for sale from Mincing Lane to 140,000,000 lbs. for the year. This limitation coincided with not only a very heavy crop but also with a steep fall in the import of tea by U.K. The result has been the huge stock accumulation at Calcutta, where storage facilities are inadequate and sales are not moving.

To face this problem the Northern Indian producers met during the middle of January and decided on restricting production along the lines of the measures adopted in 1953 and the immediate destruction of waste tea held by gardens. If the cut to be effected in the Northern gardens is to influence the world market, it must be of a size which the local producers would find unduly heavy.

The restriction on consignment to London may not be applied to reduce the quantity this year to 100,000,000 lbs., but even then all but 140,000,000 lbs. will have to be sold from Calcutta. Taking all these into consideration, including the reluctance to fix a precise quota of reduction,

the Calcutta decision of the producers must be taken more for its psychological effect on the market than for any marked reduction of supplies.

There is a possibility that all the tea, instead of 40%, as hitherto, will be centrally taxed. This would substantially increase the industry's contribution to central revenues, but would drastically reduce their own resources.

It is with this prospect in view that the industry had to agree to a bonus settlement involving the payment of about Rs 65,000,000 for the years 1954 and 1955. The Assam Indian Planters' Association is reported to have indicated the inability of its members to pay any bonus.



Ceylon could turn out 452,000,000 pounds of tea by 1972, survey shows

Ceylon's tea production, which achieved a new high record of 380,000,000 lbs. in 1955, could reach 452,000,000 by 1972, provided 5,750 acres annually were replanted with high-yielding material over the next ten years, according to The Tea and Rubber Mail, London.

This conclusion was reached by the Department of Census and Statistics, which conducted a census of the island's tea estates.

This target represents a 25% increase over Ceylon's present rate of production in the next 15 years.

The census adds that any new plan for development of the tea plantation industry will therefore aim at replanting existing tea areas and new planting of tea on virgin soil, or as a substitute for other crops, such as rubber.

"The high cost of replanting in tea, variously estimated as between Rs.4,500 and Rs.6,000 per acre under present conditions, and a fallow period of two years between uprooting of old tea and replanting, which is generally allowed for soil rehabilitation—an added period of no return—will not deter the tea plantations from launching into a carefully planned program of replanting, provided the grant of a subsidy or some such incentive which is being eagerly awaited, is implemented."

The preliminaries of a sound replanting scheme which were most immediately needed and should now be undertaken were (1) the selection of suitable clones for propagation in all tea districts; (2) the multiplication of these proved clonal materials; and (3) a survey of estate fields before selection of areas suitable for replanting.

The Census Report points out that G. K. Newton's recent survey into the cost of production of tea shows that "after allowing for the last wage increase in August, 1954, 34.59% of the tea coming under the survey was produced at more than Rs.1.75 per pound, a cost with a very small

(Continued on page 48)

Tea Association uniform brewing

Free!

The Tea Association will be glad to furnish you with reproduction art for these sample layouts. Whether you decide to use one of these or design your own, the important point is to *use the tested and approved brewing instructions the next time you have your packages printed.*

**FOR
LARGER
PACKAGES**
(actual size)



How to make really good tea every time

HOT TEA

1. Bring fresh, cold water to a full rolling boil.
2. Use your tea pot.*
3. Place one tea bag (or one teaspoonful) per cup in the teapot.
4. Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

ICED TEA

Melting ice dilutes the flavor. So use half again as much tea as you would if you were serving it hot. Prepare as usual and pour into ice-filled glasses.

SOME TIPS ABOUT TEA

- Tea experts recommend milk (not cream) because it lets the true flavor of the tea come through.
- If you want weaker tea, simply do this. Prepare as usual and then add a little hot water.
- Don't judge the strength of tea by its color. Some teas brew dark; others, light. Hardness of water also affects color.
- For the very best tea pre-heat the teapot. This helps you get every ounce of flavor out of the tea leaves.
- * Teapots retain heat best during brewing. They help you get the hefty, hearty flavor people like best.

FOR SMALLER PACKAGES
(actual size)



How to make really good tea every time

HOT TEA

1. Bring fresh, cold water to a full rolling boil.
2. Use your tea pot.
3. Place one tea bag (or one teaspoonful) per cup in the teapot.
4. Pour in boiling water and brew 3 to 5 minutes by the clock according to strength desired.

ICED TEA

Melting ice dilutes the flavor. So use half again as much tea as you would if you were serving it hot. Prepare as usual and pour into ice-filled glasses.

HERE'S HOW TO MAKE GOOD TEA EVERY TIME



- 1** Have the water for your tea Boiling, boiling merrily!



- 2** Tea bag or teaspoon — it's up to you. Use one for each cup for a full flavored brew.



- 3** Don't skimp the time in which you brew it, 3 to 5 minutes, that will do it!

P.S.

For Iced Tea, use half again as much tea and pour into ice-filled glasses.

recommends instructions for tea packages

Layout and art for tested and approved recipe
now available to all tea packers

When the Board Members of the Tea Association met earlier this year, they agreed upon uniform brewing instructions for tea packages. This move, they pointed out, would be good for everyone—the Tea Industry, the consumer, and every packer.

So they had the Brewing Committee review the whole tea brewing program. They retested and reaffirmed the basic rules for brewing good tea. Here are the results in 27 words:

FOR HOT TEA

1. Use boiling water.
2. Use one tea bag or one teaspoonful per cup.
3. Brewing time 3-5 minutes.

FOR ICED TEA

Use half again as much tea and pour
into ice-filled glasses.

Uniform brewing instructions may seem like a small thing. But if people make tea properly, they'll like it better and drink it more often—a fact that can do much to increase tea consumption—and your sales. We can't think of a more important reason why you (and every packer) should get behind this program ~~next~~ time you print your packages.

tea council

of the U. S. A., Inc.
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the examination and tasting of tea



This basic summary of one of the tea trade's most essential procedures is from the newsletter of the Tocklai Experimental Station, Indian Tea Association.

Any industrial product undergoes assessment for quality and value; tea is no exception. The object of this article is to discuss the method by which tea undergoes this examination.

Within the tea trade is a small and somewhat select body of men who specialize in what is known as tea tasting. It is these men, split up within the various branches of the industry, who determine the values and uses of all tea produced. The purpose of examination will depend on the branch of the trade to which the taster is connected.

A selling broker is concerned with valuations and is endeavoring to obtain a fair price for the tea on the producer's behalf. He is also required to issue a report on all samples received and to advise the producer on market requirements. This advice will eventually be communicated to the estate manager, who will act accordingly.

A tea buyer, on the other hand, is judging a tea for its selling value to his buyers or for its blending suitability.

At the Tocklai Experimental Station, it is the taster's duty to report on experiments in manufacture conducted on estates and to assist the producer in making the best possible product from the green leaf from the gardens. It is also the Station's continuous aim to bring about improvements in manufacture and cultivation by scientific experiments. Tea resulting from these experiments will of necessity be examined by the taster.

It can be seen, therefore, that although the taster is largely the middle man in the industry, his influence is nevertheless a direct and guiding light to the trade. To him the producers will look for the selling and buying of the product and the consumers will rely upon him to maintain the standard of their favorite blends.

Preparing tea for tasting

The method by which tea is tasted is practically universal. Small or large china or earthenware pots, cups and lids are used. Into each pot is weighed 1/10 of an ounce of tea. For the large pots a double weighing is

given. Water which has just reached boiling point is then poured into the pots as quickly as possible. Speed is necessary at this stage to insure that even the last tea for examination receives water which is still boiling.

Fresh water and water heated to the precise point of boiling is essential. Water which is stale or has been over or under boiled will have a marked effect on the tea liquors.

After the water has been added, the tea is allowed to infuse for five or six minutes. As in all cases of comparison, conditions must be the same for all, so it is of little consequence whether the tea is allowed to infuse for five or six minutes or whether exactly 1/10th of an ounce of tea is added to each pot providing the conditions are the same for all. Some blenders using large pots prefer to allow the tea to infuse for ten minutes, but this practice is by no means general.

The requisite time having been given for infusing the leaf, the liquid is poured through a lip between the pot and lid into the tasting cup or bowl. The infused leaf which remains behind is placed in a recess in the pot lid. This recess is on the underside of the lid. In order that the infused leaf may be visible to the taster the lid is reversed on the pot, with the recess and infused leaf uppermost. In this way the dry leaf, infused leaf, and liquor remain visible and within easy reach of the examiner.

Any number of teas prepared from the same kettle of boiling water is called a batch.

Dry leaf

Having ascertained the country of origin, the dry leaf is the first thing which comes under examination. The dry leaf is generally placed on a piece of white paper and the following points noted:

1. Grade.
2. Color of the leaf.
3. Make and style.
4. Sorting.
5. Nose.
6. Feel.

(Continued on page 52)

tea — its pharmacology

By JOHN C. KRANTZ, JR., Professor of Pharmacology and Head of Department
University of Maryland, School of Medicine

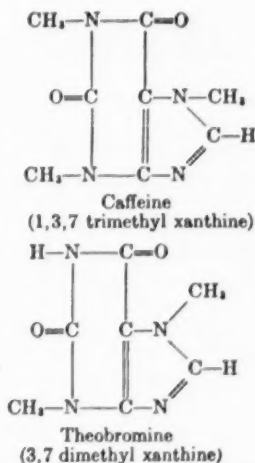
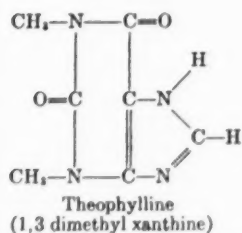
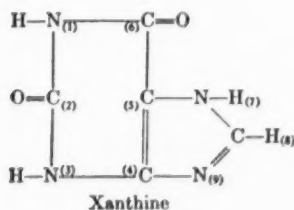
This is another of the papers presented to the historic forum on the medical aspects of tea held at the New York Academy of Sciences. (See: "Scientists at historic symposium explore effects of tea drinking," June, 1955, COFFEE & TEA INDUSTRIES, Page 83; "Introduction," July, 1955 issue, Page 43; "Beverage and dietary aspects of tea," August, 1955, Page 43; "A medical appraisal of tea," October, Page 19; "Psychological effects of tea drinking," January, 1956, Page 49.)

The symposium was sponsored by The Biological Sciences Foundation, Ltd., Washington, D. C. Dr. Henry J. Klaunberg, executive director of the Foundation, edited the publication of the symposium papers.

Italics in the article below indicates our emphasis, not the author's.

Introduction

Only those beverages which affect the central nervous system have survived the acid test of time. The alcoholic beverages, coffee, caffeine-containing soft drinks, and tea are outstanding among these. The enormous consumption of alcohol by the American people is a matter of general knowledge. During 1954 the people of the United States consumed 2.3 billion pounds of coffee, a per capita consumption of about 14.7 pounds, not including that consumed by the Armed Forces. During the same year 112 million pounds of tea were consumed, a per capita consumption of 0.69 pound, including that consumed by the Armed Forces. These data may be misleading with regard to the actual number of cups of the beverages that were drunk. It is, therefore, revealing to observe that a pound of tea produces 200 cups of the beverage. On the other hand, a pound of coffee makes 40 cups of coffee beverage.



The origin of tea

The plant which furnishes tea is *Camellia sinensis*, *Thea sinensis*, Family *Theaceae*. It is an evergreen shrub. The tea plant is a native of China and India; it is also cultivated in both countries. The plant is also cultivated in Japan, Ceylon, Java and in South Carolina.

There are numerous commercial varieties of tea. However, these may be divided into two large groups, green tea and black tea. The differences between black tea and green tea are due chiefly to their methods of preparation. In the development of green tea the tea leaves after being dried for a short time in the sun are heated in open pans with constant agitation. In the case of black tea the dried leaves are rolled either between the hands or between two flat surfaces, during which process they acquire their characteristic twisted shape and some of the extractive material is pressed out. They are then piled on mats and allowed to stand exposed to the air at a temperature of 35 to 40 degrees centigrade for about 12 hours. It is during this time that fermentation takes place, which is shown by a change in the color of the leaf from a green to red and finally to the dark brown leaf of commerce. In this fermentation process an oxidase which is known as *thease* is apparently the responsible enzyme. In this treatment of the tea some of the aromatic property of the leaf is volatilized and a portion of the tannic acid is destroyed. Therefore, black tea has a somewhat less fragrant odor and less astringent taste than green tea.

The most important constituents of tea are the mixed xanthine bases. The principal one of these is trimethyl xanthine, formerly called theine, but has now been shown to be identical with caffeine. The proportion of caffeine found in tea varies considerably. The usual range is from about 1 to 5%. In 1888 Kossel showed the presence of small amounts of theophylline and also traces of theobromine in tea. It does appear, however, that the principal alkaloidal constituent of tea is caffeine and that the related xanthine bases contribute but little to the action of caffeine. Caffeine is trimethyl xanthine; theophylline and theobromine are isomeric dimethyl xanthines as shown by the accompanying formulas.

The three methylated xanthines evoke similar pharmacologic responses. They differ, however, in the degree of their response on three different tissues. In the main the compounds are:

1. Cerebral stimulants
2. Coronary vessel dilators
3. Diuretics

Other actions include cardiac stimulation and respiratory stimulation. Considering the three main actions of the methylated xanthines, caffeine is preferred for cerebral stimulation. Theophylline is the drug of choice for coronary dilation. Theophylline exceeds theobromine in its acute diuretic action

(Continued on page 52)

Hard-hitting program set for Midyear Meeting of Tea Association

A hard-hitting, tightly-scheduled program is set for the 1956 Midyear Meeting of the Tea Association of the U. S. A.

The meeting will take place in the grand ballroom of the Hotel Biltmore, New York City, on Thursday, May 17th.

The program will start at 3:00 p.m. sharp, the committee in charge of the event emphasizes. It will end at 5:00 p.m.

Arrangements are headed up by Rob Compton, of Bingham & Co., Inc., assisted by Edward C. Parker, of the Tetley Tea Co., and H. W. (Chester) Chapman, of the Dannemiller Coffee Co.

One phase of the three-pronged program will see a progress report on the new automatic restaurant tea machine.

The report, by the National Restaurant Association, will indicate response among restaurateurs, including the reaction to the unveiling of the unit at the NBA convention.

The company which is undertaking to manufacture and market the machine, the Food Machinery and Chemical Corp., a \$300,000,000 "growth" corporation, will outline what's ahead for the machine.

Tea trade observers consider the development of the machine one of the most significant in the restaurant market in decades.

The second phase of the Midyear Meeting program

will see the unfolding of a new advertising approach for iced tea this year.

Industry members participating in the working out of the new approach are enthusiastic. Without indicating details, they feel this year's campaign will open new opportunities to iced tea as a whole and to brand promotions in particular.

The third phase of the Midyear Meeting will center on the industry's publicity program. Fred Rosen Associates, publicity counsel to the Tea Council, will represent a highlight preview of industry plans.

The Midyear Meeting committee emphasized that each subject is vital, forward-looking and important to future planning.

It urged tea executives to bring their sales force, advertising people and restaurant and grocery customers—everyone who will be dealing in any way with tea.

The admission of \$3.00 per person includes cocktails after the meeting.

Tetley expanding Savannah plant

The Tetley Tea Co. has announced it was expanding the tea bag capacity of the Savannah, Ga., plant by 25%, it has been reported.

William Schandolph, production manager at the plant, said the new machinery has arrived and is now being set up.

The tea plant is located on the State Docks properties in Savannah. It began operations five and a half years ago with three machines and ten employees. Today the plant has 19 packaging machines and 108 employees, it was stated.

A. E. I. Falconar is tea manager at the Savannah plant.

IRWIN-HARRISONS-WHITNEY, INC.

TEA IMPORTERS

NEW YORK • PHILADELPHIA • BOSTON • CHICAGO • SAN FRANCISCO • SHIZUOKA (JAPAN)
CALCUTTA • COCHIN (INDIA) • COLOMBO (CEYLON) • DJAKARTA (JAVA) • LONDON (ENGLAND)
MEDAN (SUMATRA) • TAIPEH (FORMOSA)

has tea consumption in Britain reached the saturation point?

Has tea consumption in Britain reached the saturation point?

This question, of enormous importance to the tea trade in the United States and elsewhere in the world, was asked by *The Tea and Rubber Mail*, London, in a recent issue.

The publication cited these figures of annual per capita consumption in Britain, in pounds: 1934-38—9.32; 1951 (rationing)—8.21; 1952 (rationing)—8.64; 1953—9.52; 1954—9.99; 1955—9.3.

The total tea consumed in Britain during these years, in pounds, were: 1934-38—439,000,000; 1951—413,000,000; 1952—435,500,000; 1953—481,700,000; 1954—507,300,000; 1955—475,000,000.

Here's how *The Tea and Rubber Mail* summed up the situation:

The latest figures revealing the amount of tea used in Britain show that consumption has reached nearly the maximum required by the public.

Despite every effort by distributors and grocers, including television advertising, consumption last year is estimated to have been approximately 9.3 lb. per head of the population, or close to the average for the prewar years.

This was less than in 1954, when the amount *per capita* was estimated at nearly 10 lb.—the highest consumption known, due, it is believed, to housewives buying heavily during November and December, when prices rocketed and showed signs of going still higher.

Last year's drop in consumption can partially be explained by consumer resistance to the high prices of January and February and the press campaign at the time. Both years were, therefore, unbalanced and consumption *per capita* would have probably levelled out with 1955 slightly below the previous 12 months.

Sales in 1956 have shown no change compared with the same period in the last two years. There are signs, however, that every effort will be made this year to step up consumption by cuts in retail prices. The first have already been announced. It is possible, but unlikely, this will be followed up by a price war as in 1930, when tea sold at 6d. per quarter retail.

Efforts to use poorer quality teas have not, up to date, met with success, and consumers have kept to the medium blends, now selling as 5s. 6d. to 6s. 6d. per lb. Distributors are, therefore, unlikely to introduce new packages of lower quality teas in quantity unless "real" inflation changes the British housewife's taste by forcing her into buying the cheapest without regard to quality.

The million packets estimated to be in store in Calcutta are, therefore, unlikely to be bought for British consumption in quantity, unless the speculator steps in.

How then is India and Ceylon, both producing a greater quantity of tea than actually needed to meet requirements, going to dispose of this flush of production? At present

there are no signs that the Indian government is prepared to lift its ban on the shipping of more than a fixed tonnage unless sold in Calcutta, and sales in that market are, as a result, expected to continue to the end of May. Sales in Britain are still being left to the home distributor and retailer without assistance.

The Indian government may consider that demand at home will leave no surplus on the hands of growers.

Speaking in the United States last September, L. E. Gray, senior director of Brooke Bond & Co., pointed out that the improving standard of India's 350,000,000 people was leading to a race between consumption and production.

"I wouldn't like to bet on the result, but taking the long view, there is little likelihood of tea being produced in excess of demand, and," he added, "I prefer at the moment

Tea convention calendar

If you haven't already done so, you can check off on your calendar the dates of the 1956 convention of the Tea Association of the U.S.A.:

September 23rd-26th, Wentworth-by-the-Sea, Portsmouth, N. H.

You can also make note now of the 1957 convention:

September 15th-18, 1957, The Greenbrier, White Sulphur Springs, W. Va.

not to commit myself in regard to the short view: there are too many imponderables."

It is therefore possible that India has decided against pushing her tea and leaving it to growers to turn to finer plucking.

In Ceylon's case, it is known greater efforts are to be made to push sales in Britain, the world's largest market, with more money allocated for this purpose. The Tea Center and Bureau, focal point of Ceylon's activities, is to be strengthened and efforts made to further attract the attention of the Londoner to purchase Ceylon tea. As at the center, displays and other attractions will continue to be used in the provincial cities and towns with greater zeal than in the past. Every grocer will be made aware of Ceylon tea through personal contact, leaflets and other methods of publicity. Full advantage of the cooperation of packing, wholesale and retail sections will be taken, as in the past.

Propaganda, one writer claimed, may be directed, positively, towards increasing consumption of a commodity or, negatively, towards safeguarding the field against competitors. It has occasionally been suggested that the saturation point in tea consumption has been almost reached in Britain and that the main effort should be devoted towards defending the position already won.

The Bureau is not accepting these views on the saturation point. It feels the opportunity is there, and there will be no "let up" in promotion.

Board of Tea Experts sets standards for imports into U. S. in new tea year

The 53rd annual tea tasting by the U. S. Board of Tea Experts, who met last month in New York City, continued a tradition established with the passage of the Tea Act in 1897.

Standards were set during this meeting for tea to be admitted into the United States for the 12 months beginning May 1st.

The board is made up of six members from the tea industry, who joined Robert H. Dick, chief tea examiner of the Food and Drug Administration, in testing more than 100 teas during the tasting session.

The industry members are Edward Spillane, G. S. Haly Co.; G. T. McCally, Thomas J. Lipton, Inc.; Joseph Vaskas, The Great Atlantic and Pacific Tea Co.; Albert Guarino, Irwin-Harrisons-Whitney, Inc.; William S. Jebb, Dodwell and Co.; and Alexander J. Grille, Henry P. Thompson, Inc.

Before beginning their session, the experts approved the following formula to compensate for ice dilution in iced tea.

1. Use a teapot. (This maintains high temperature during the brewing and better extracts the flavor.)
2. Allow three teaspoons of tea (or three teabags) for each two cups of water. (This gives a full-bodied, stimulating beverage that allows for ice dilution.)
3. Use fresh, boiling water. (It should be bubbling when poured over the leaves, to cause the leaves to expand and release all the flavor.)

4. Brew the tea for three to five minutes. (Don't guess about time, and don't judge tea by color. Some teas color up almost immediately, others produce a light color but give a strong brew.)

Since it was introduced at the St. Louis World Fair in 1904, iced tea has become a favorite American beverage. At the present, it makes up about one-third of the 20 billion cups of tea consumed each year in this country.

India's tea growers

(Continued from page 41)

margin below the average price for mid and low country tea between 1947 and 1954, and what is more significant, 20.13% of the total was produced at Rs.1.85-Rs.2.10 per pound. Thus there must be a large proportion of Ceylon teas (possibly 12% to 15%) which, except for boom periods, is uneconomic to keep in production."

Rejuvenation of uneconomic areas by intensive supplying of vacancies and by liberal application of manures had not borne fruit, and that served to emphasize the urgent necessity for a long-term replanting program.

It also states that the use of improved planting materials with their vastly increased yields would enable a gradual reduction of the area under tea, by replanting to other crops on reforestation of the economically weaker tea areas.

Acreage of tea in Ceylon has risen from 10 acres in 1867 to 575,500 acres today, while for the same period exports rose from 23 lbs. in 1873 to 355,000,000 lbs. in 1955.

Ceylon's tea yields are well below those of India and Pakistan, though above that of Indonesia.

The figures are: Ceylon, 598 lbs. per acre; India, 770 lbs. per acre; Pakistan, 757 lbs. per acre; Indonesia, 424 lbs.

HENRY P. THOMSON, INC.

TEA IMPORTERS

89 Broad Street
Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

Kenzo Ikeda marks 50th year in tea with traditional Japanese tea ceremony

New York City tea men had an opportunity last month to witness the Cha-No-Yu, the traditional Japanese tea ceremony.

The occasion was the 50th anniversary in tea of Kenzo Ikeda, who heads up the Japan Tea Buying Agency, Shizuoka, manufacturers and exporters of tea.

Mr. Ikeda was in the United States with his wife on a round-the-world trip they are taking to celebrate the 50th anniversary.

Conducted by Mrs. Ikeda, the Cha-No-Yo took place at the office of Joseph G. Vaskas, tea buyer for the Atlantic & Pacific Tea Co.

The implements for the age-old ceremony, a sterling silver set the Ikedas brought with them from Japan, were arranged for this occasion on a regulation tea table.

With slow, deliberate movements, each one set by tradition, Mrs. Ikeda prepared the ceremonial beverage from the green, powdered tea.

The Cha-No-Yu, observers say, embodies the essence of Japanese artistic attainment on the one hand, and the meditative temperament of the Japanese people on the other.

While in this country, Mr. Ikeda hoped to stimulate consumption of green tea, which dropped from its popularity of decades ago to about 2% of imports into the United States in 1955.

Green tea has still retained a relatively firm hold in some areas of the United States—the Great Lakes region, California and other Western territories, and some up-state New York localities.

Most of the leading packers still package green tea for sale in those areas. Some make it available in tea bags, as well as loose tea, and it can also be found as a mixed tea—green and black.

To hold current green tea consumption, and to stimulate it, if possible, the Japan Tea Exporters' Association has sponsored advertising "spots" on 36 radio stations in United States and Canadian green tea consuming areas.

The "spots" are short, quiet commercials, presented against a background of traditional Koto music. (The Koto is an instrument somewhat like a lute.)

The 50-year tea history of Kenzo Ikeda mirrors the changes in Japan's tea industry.

Mr. Ikeda was born as the third son of a dry goods merchant on June 22nd, 1886, in a small town called Sabae in Fukui Prefecture, which faces the Japan Sea.

At the age of 13, he left his native town to go to a commercial high school located on the shore of the Lake Biwa, the largest lake in the country and now famous as a resort spot where people of Osaka and Kyoto find refuge from summer heat.

He graduated from high school in 1903, and for the next two years studied the tea exporting business in Yokohama.

In May, 1905, he was sent by the Japanese government to the Lewis Clark Exposition at Portland, Oregon, as a cashier for the Japanese Government Exhibit Association, where he served until October.

After the Exposition closed, he came to New York and joined T. Furuya & Co. As a tea salesman for the

company, he found many friends in the trade. While with T. Furuya & Co., he was appointed by the Ministry of Agriculture as a trade observer in the United States, for a period of three years.

In 1912, he started on his own, establishing K. Ikeda & Co. in New York City. He acted as a sales agent for the Tea Manufacturing Division of Ito Enterprise, which had its headquarters in Ise, Japan.

In 1917 Mr. Kenzo Ikeda founded the Japan Tea Buying Agency, under which name he still operates as a tea producer, manufacturer and exporter.

The New York office of the Japan Tea Buying Agency was located at 90 Wall Street until the outbreak of the war in 1941.

Mr. Ikeda also purchased a tea factory in Shizuoka, Japan from Jardine, Matheson & Co., when they discontinued the manufacturing phase of their business. With this factory and the New York office, he became one of Japan's leading tea exporters.

Since the end of the war, the Japan Tea Buying Agency has been represented in the United States by Dodwell & Co., Ltd. with the assistance of many friends in the trade, and the confidence he had been able to establish during his business career in prewar years, he has been able to reestablish his tea business, in spite of the fact that his main factory in Shizuoka was completely destroyed during the war.

During his career in tea, Mr. Ikeda made 37 trips to this country and Canada, and sold over 70,000,000 pounds of Japan teas all over the world. With the end of the war, he resumed his annual business trip abroad, now including England and North Africa in his itinerary.

Mr. and Mrs. Ikeda arrived in San Francisco on the President Cleveland. After spending a few days in San Francisco and Los Angeles, they visited New Orleans, St. Petersburg and Miami before going on to New York.

They planned to fly to Europe. Their itinerary included London, Rotterdam, Paris, Nice, Florence, Rome, Tangier, Casa Blanca, Oran, Algier, Tunis, Alexandria, Cairo, Bombay, Colombo, Singapore and Hong Kong.

They expect to be back in Tokyo before the new tea season.

See little effect on London auction prices of change in India's tea export tax set-up

London tea auction prices should not be affected by the change in the North Indian export duty announced by India's Finance Minister, trade sources here say.

They point out the announcement means that instead of five price ranges—each carrying a different duty—there will now only be four.

Clapp tells Tea Club about Far East trip

O. H. (Ollie) Clapp reported to the first 1956 meeting of The Tea Club, informal New York City trade organization, on his recent trip to the Far East.

Mr. Clapp illustrated his talk with colored slides.

The meeting was held at the Hanover Square Restaurant, with President Lester Vail presiding, assisted by vice president Thomas Shea, treasurer William Congalton and secretary Charles Walter.

About 80 tea people were on hand to enjoy Mr. Clapp's talk.

Many door prizes were distributed to lucky ticket holders.

Edgar Pinto named president of Salada;

four other top executives promoted

The Salada Tea Co., Inc., Boston, Mass., has announced the promotion of five executives.

Edgar B. Pinto, who has been vice president and general manager for many years, has been elevated to the position of president, succeeding Gerald Larkin who has become chairman of the board.

Arthur M. Wilson, formerly vice president, is now vice chairman of the board.

Robert E. Liptrott has been appointed vice president and general manager. For many years prior to his transfer to the United States in 1953, Mr. Liptrott was with the Salada Tea Co. in Canada.

Joseph M. Conlon has been elevated to the position of assistant vice president in charge of marketing. Mr. Conlon, previously New York State branch manager, came to Salada headquarters in Boston in 1951 as assistant to the general sales manager, and was later promoted to assistant general sales manager.

Martin Gillet plans intensive

drive for House of Lords Tea

Martin Gillet & Co., Baltimore, reputedly the nation's oldest tea importing house, has announced plans for a comprehensive new advertising and merchandising drive for its House of Lords tea.

To carry forward the program, the 145-year-old company, recently reorganized under new management, has

appointed the S. A. Levyne Co., Baltimore, as its advertising agency.

A group of cities has been selected for early spring testing of a promotional campaign which ultimately will be activated in other areas throughout the East.

Although specific media and markets have not yet been divulged, plans generally call for the use of newspapers and transportation, possibly augmented by TV in certain areas.

Point-of-sale displays and self-liquidating premiums will also figure importantly in the company's long-term strategy.

Tetley Tea offers gardening premium

The Tetley Tea Co., Inc., is offering boxtop gardening premium on the Yankee Network News over WNAC in Boston and the Yankee Network.

For 25¢, plus a boxtop from any size Tetley Tea package, listeners receive an eight-packet assortment of Burpee seeds, a regular \$1.85 value.

Burpee seeds are carefully selected and balanced by one of America's leading seed houses, and consist of thousands of top-quality seeds, it is emphasized.

This garden offer by Tetley Tea expires June 30th, 1956.

The agency is Geyer Advertising, Inc., New York City.

Tea planter writes book

David Wilson Fletcher, a planter on a tea garden in the hills near Darjeeling, has written a book about tea entitled "Himalayan Tea Garden."



Ask Your Importer for UNCOLORED JAPAN GREEN TEA

**Mountain grown
for quality**

Carefully selected

Japan Tea Exporters' Association

**82-1 KITABAN-CHO
SHIZUOKA, JAPAN**

**Cable Address:
EXPTASSN**

Tea Movement into the United States

(Figures in 1,000 pounds)

	Dec. 1954	Year 1954	Jan. 1955	Feb. 1955	Mar. 1955	April 1955	May 1955	June 1955	July 1955	Aug. 1955	Sep. 1955	Oct. 1955	Nov. 1955	Dec. 1955	Year 1955	Jan. 1956
Black																
Ceylon	1,963	39,856	2,363	2,201	5,055	3,348	2,958	1,925	3,219	4,136	3,882	4,819	2,503	2,153	38,561	3,906
India	3,385	40,871	3,188	5,067	7,203	3,162	3,333	955	647	1,416	2,015	3,192	2,217	4,166	36,561	3,537
Formosa	372	4,799	801	362	227	136	8	79	67	71	138	893	278	571	3,630	265
Java	629	10,004	1,206*
Africa	132	5,710	134	199	319	69	942	277	383	462	497	391	296	367	4,577	30
Sumatra	386	4,691
Indonesia	816	1,280	1,561	812	1,130	1,006	848	862	1,888	1,005	850	13,264	1,499
Japan	217	160	25	14	20	1	7	134	326	327	139	1,589	145
Misc.	923	5,461	489	653	871	1,502	561	386	245	391	84	181	133	92	4,838	196
Green																
Japan	179	3,399	231	27	13	14	59	70	311	306	320	121	98	151	1,722	249
Misc.	27	249	16	5	3	5	5	2	39	56	2	21	150	11
Oolong																
Formosa	39	377	5	36	9	10	9	32	12	21	22	92	18	35	303	18
Canton	6	93	2	5	6	6	3	9	21	19	12	7	91	5
Sentd Cntr	3	64	2	2	7	11	10	9	2	9	3	4	13	3	73	8
Misc.	7	3
Mixed	...	138	1	6	10	12	5	13	1	7	35	13	14	4	121	7
TOTALS	8,051	115,715	8,439	9,591	14,977	9,860	8,717	4,902	5,797	7,685	8,052	11,995	6,910	8,557	105,481	10,154

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

*Combined with Sumatra

Tea publicity reached 100,000,000

people in two months, report shows

Tea Council publicity reached a combined consumer audience of more than 100,000,000 in newspapers, magazines, radio and television last November and December.

This is revealed by the report on Tea Council publicity for that period.

Newspaper releases included a story in November on the theme that tea relieves fatigue, and a "family tea hour" story sent to 800 newspapers.

Material also went to syndicates, farm publications, home economics, women's publications and trade magazines. Examples of the results included tea stories and pictures in 30 farm publications.

Four tea films—"No Dishes Tonight," "Tale of a Tea Bag," "Tea for Twenty" and "Iced Tea Time"—were distributed to 205 television stations during the two months.

"Tea-V" kits consisting of a four-page script, a Tea-bagger, tea bags and cookies—were used by telecasters on 85 stations.

Members of the tea trade appeared on TV in connection with the Best Tea Hostess contest. C. William Felton appeared in New Haven, John Irwin in Chicago and Joseph Frank in Philadelphia.

The Tea Council also made special arrangements for tea material with national television and radio programs.

Other publicity activities included distribution of more than 8,000 tea booklets, cooperation on window displays, and consultation on tea information in cookbooks.

Special publicity on "Take Tea and See Week" was funnelled to the various media. Contact was made with script writers to work "Take Tea and See Week" material into such shows as Jack Benny, Bob Hope, Today and many others.

Interviews were also arranged on several programs with Miss Hot Tea.

Elect Tea Council directors for 1956

Members of the board of directors of the Tea Council of the U. S. A., Inc., were elected for 1956 at the annual meeting of the organization, held in New York City last month.

Representing Ceylon on the board are Annesley de Silva, counsellor to that country's embassy; and Clarence O. Coorey, secretary of the Ceylon Tea Propaganda Board.

India's representatives are L. R. S. Singh, Consul General of India, S. Krishnamurti, first secretary of the embassy of India, and another delegate, still to be named.

Indonesia's representative is Achmad Natanagara, consul general of Indonesia.

Delegates from the Tea Association of the U. S. A. are William Felton, vice president of Henry P. Thompson, Inc.; Edward C. Parker, president, Tetley Tea Co., Inc.; Edgar Pinto, president, Salada Tea Co., Inc.; Robert B. Smallwood, president, Thomas J. Lipton, Inc.; Edward J. Vinnicombe, Jr., director of the tea department of McCormick & Co., Inc., and president of the Tea Association; and Samuel Winokur, vice president of Seeman Bros., Inc.

Mr. Smallwood was elected chairman of the board. Mr. de Silva and Mr. Singh were named first and second vice chairmen, respectively. Mr. Parker was elected treasurer.

New ad agency for Tender Leaf Tea

Standard Brands Inc., New York City, has named the J. Walter Thompson Co. to handle advertising for Tender Leaf Tea, Tea Bags and Instant Tea.

The products were formerly handled by Compton Advertising.

tea—its pharmacology

(Continued from page 43)

but the diuresis of theobromine is more prolonged and therefore it is the diuretic which is generally preferred in the group.

The vitamins of tea

Vitamin C and certain members of the vitamin B complex are found in tea. Fresh green tea leaf is rich in vitamin C. Indeed Harrison (1949) states that the vitamin C level of green tea is comparable to that of fresh lemon juice. One kilogram of fresh tea contains about 0.3 gm. of vitamin C, but nearly all of it is lost in fermentation and firing. Most of the vitamins of the B complex resist the manufacturing processes. Only traces of thiamine (vitamin B₁) are found in tea beverage.

The tannins of tea

Tea contains a group of organic compounds called collectively tea-tannins. These may vary from 7 to 25% in the dried leaf. The tannins have been designated as the polyphenols. The tannins or polyphenols may be divided into two classes depending upon their solubility in ethyl acetate. The soluble group occurs as an orange powder; the insoluble group as a brown powder.

These tannins are responsible for the taste of tea. The soluble group elicits an astringent taste. The insoluble tannins taste like weak tea. The tannins must be considered in the pharmacology of tea as a beverage.

Each cup of tea contains about 2 grains of tannin. This differs from ordinary tannic acid, which is pentadigalloyl glucose. Tea-tannin combines with albumins or gelatin to form insoluble tannates. Thus, when milk is added to tea infusion, the tannin combines with the casein. This deprives the tea of its astringency. The casein of the tannin-casein combination may be digested, liberating the tannin, which passes into the small intestine and exhibits a mild astringency.

(Next month: The pharmacology of caffeine.)

Harrison named vice president

John T. Harrison, director of board and corrugated container sales for the Union Bag & Paper Corp., has been appointed a vice president.

A member of the Union Bag organization since 1933, Mr. Harrison has served both as manager of the company's Savannah bag factory and of the company's northern converting plants.

the examination and tasting of tea

(Continued from page 44)

Grade

After firing, tea ranges in size from that of a speck of dust to a leaf approximately two inches long and one half an inch wide. In order to produce a more uniform product acceptable to buyers and blenders, tea is sorted into pieces of roughly equal size. Four main sizes are produced, namely Whole Leaf Grades, Broken, Fannings and Dusts.

Within each of these sections, tea is further split up into grades of varying qualities.

Whole Leaf Grades are the largest sizes produced, and depending on the actual grade within the section, may range from a long and wiry stem or midrib, one-half an inch to one inch in length, to a round and knobbly twisted leaf similar in size and shape to that of a small garden pea. Of the former style there are the Orange Pekoes and long leafed Pekoes as seen in North East India, and the latter the Pekoe Souchongs and Pekoes from South India and Ceylon.

Broken grades, which are considerably smaller than the Whole Leaf Grades, are generally about one-quarter of an inch in length and are largely made up of leaf as opposed to stem. In this section are the Broken Orange Pekoes, Broken Pekoes. Broken Pekoe Souchongs and the Broken Teas.

Fanning Grades are smaller still and sizes of more than one-eighth of an inch are rare. Fannings contain small parts of the leaf which have broken off either during rolling or sorting and consist mainly of Broken Orange Pekoe Fannings, Orange Fannings, Pekoe Fannings and Fannings.

Dust Grades are self explanatory regarding size, and are generally made up of the Pekoe Dusts, Dusts and Churamoni Dusts.

Within the trade, grades are abbreviated by using the first letter only of each word. In this sense a Broken Orange Pekoe becomes a B.O.P., an Orange Fannings becomes an O.F., etc.

The term Pekoe is derived from Chinese and means "white hair," an allusion to the white and down-like hairs which can be noticed on the underside of young tea

(Continued on page 63)

HALL & LOUDON

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NEW YORK CITY 5

package redesign steps up sales

As the number of competitive items carried by the average supermarket increases month by month, every progressive manufacturer is seeking ways and means of holding his sales, and if additional distribution and increased sales are to be had, every possible medium of sales appeal must be fully explored.

J. Lyons & Co. (Canada), Ltd., Toronto, answered this problem by engaging the services of Jim Nash Associates, New York City, to study their packaging and make recommendations for improving sales appeal. The Nash organization has a vast background of successful experience in creating packages that "sell" in today's highly competitive markets—particularly in high volume self-service outlets.

Since in the opinion of the Nash organization brand identification is vitally important in all competitive marketing today, coffee and tea included, they first set out to create a trademark that would actively help the company to promote its sales. They wanted a mark that would work hard for Lyons in a number of ways.

1. It should start by being instantly recognizable and easily remembered.
2. It should lend a feeling of size to the packages on which it appears.
3. It should also give the entire line of Lyons products an added appearance of quality.
4. It should be distinctive and simple, yet bold enough to reproduce clearly in large or small size.
5. It should be equally effective in a wide variety of colors for use on various products.
6. It should be powerful enough to tie all advertising to the package at the point of sale.

The Nash designers developed a tall, stylized "L," with a thin inner line to add individual character, as the basic trademark. The mark subconsciously brings to mind the pound sterling mark, symbol of quality and reliability throughout the British Commonwealth.

To give the coffee can an appearance of greatest possible height, the newly developed trademark reaches from top to bottom of the can. The width is accentuated by the horizontal yellow band bearing the words "All Method Grind COFFEE." The use of an overall white background also tends to increase optical size.

It may seem strange, but surveys have proved that consumers have a tendency to reach for packages that are larger looking, even though as in the case of butter, each package is clearly marked one pound.

How did the design work out?

J. P. Gledhill, Lyons' director of marketing, gives this appraisal: "The new can has a surface design that, if anything, looks bigger than the can itself, and as a result, even an average display of the product at retail has a



New Lyons Coffee can design (right) has feeling of quality, looks bigger than old can. Jim Nash Associates created new design.

very commanding appearance, an attention factor most necessary in these days of 'impulse sales.' The new package and the trademark can be seen quickly from across the store."

As Lyons gets more experience with the new mark, it is proving to be a very versatile emblem. It is used in red on a white background on the coffee can, and in white on a red aluminum foil background on the tea packages. It strongly maintains brand identity even in the limited areas available on tea bags. Now that the mark has been used to some extent in advertising and sales promotion, it has proven to be effective even in small space black and white advertising, in color advertising in magazines, on point-of-purchase material and in outdoor billboards.

When Lyons introduced the new coffee can some months ago, sales went up 22.8% on the one pound tins and 10% in the one-half pound units. A new package is always likely to have some influence with the packer's own organization and the trade, as well as the public.

As Mr. Gledhill puts it, "the new package gave an added interest to everyone, from our most junior salesman to our senior representatives, as well as important chains and large wholesale buyers. When the stock with the new surface design was unpacked at retail, there was again added interest, with an even chance of obtaining better display in the store."

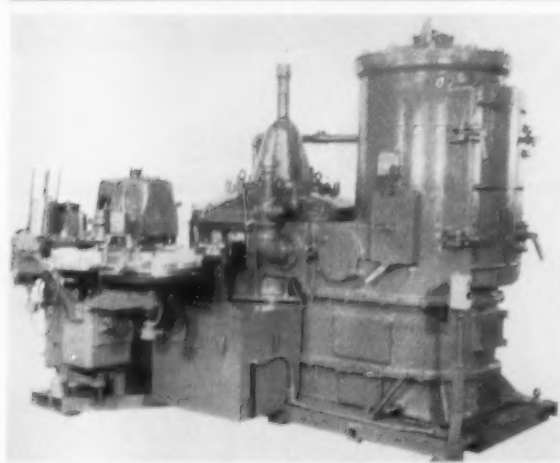
Consumer acceptance has exceeded all expectations.

But now that the novelty of distributing the new coffee packages has passed, the packages designed by Jim Nash Associates continues to influence consumer sales without any let-up. The half-pound tins have held their full 10% increase in sales. The pound tins have actually gained a little more: They are currently running about 25% ahead of previous sales.

CREDITS

Package designs by: Jim Nash Associates, Inc., New York, N. Y.
Cans manufactured by: American Can Co., Toronto, Canada.
Product by: J. Lyons & Company (Canada) Limited, Toronto, Canada.

Packettes



American Can's high speed closing machine for vacuum coffee cans.

New vacuum closing machine for coffee cans announced

The American Can Co. has announced the design and manufacture of a new closing machine for vacuum coffee cans with a record capacity of 120 or more cans per minute.

The Canco 500-1RV is a complete unit designed for the automatic feeding of cans and covers, and it marks, clinches, vacuumizes and double-seams round metal cans, according to A. O. Morkish, general manager of the can company's closing machine department. Specifications are available from Canco.

Planned to meet present-day high-speed production requirements, the machine was designed for the highest possible vacuum obtainable in closing equipment, Mr. Morkish said. Both the top and bottom of the valve are sealed, insuring minimum loss of vacuum through leakage.

The machine's net weight is approximately 18,540 pounds and the over-all required floor space is 109 by 118 inches. It will close cans ranging from 2 $\frac{7}{8}$ to 7 inches in height.

Four of these machines are now in use—two by Maxwell House at its Hoboken, N. J., plant, one by Folger's in Kansas City, and one by the M. J. B. Co., in San Francisco.

Three named to new sales posts by Stokes & Smith

Three new sales representatives have been appointed to important posts in eastern territories by the Stokes & Smith Co., Philadelphia.

Carl M. Robbins goes to the metropolitan New York area as sales engineer for Stokes & Smith paper box equipment. With the company since 1954, Mr. Robbins has completed an intensive period of indoctrination at the Philadelphia headquarters.

J. K. Holland goes to the southeastern territory as sales engineer for the entire line of Stokes & Smith packaging and paper box equipment. Also with the company since 1954, Mr. Holland will make his headquarters in Charlotte, N. C.

Wendell A. Clough, Jr. has been named to the New

England territory as sales engineer for the entire line of Stokes & Smith packaging and paper box equipment. Mr. Clough joined Kingsbury & Davis in 1950 and was transferred to Stokes & Smith in June, 1954.

Prior to his new appointment, he was a service engineer in the territory, a post now assigned to Richard M. Muny, who is being transferred from the Philadelphia office.

Mr. Clough replaces R. C. Smith, Jr., as New England representative. Mr. Smith has been transferred to the main office in Philadelphia.

Continental Can announces staff changes

In a reorganization of personnel in the metal division of the Continental Can Company, necessitated by substantial sales increases and recent retirements, the following staff changes, have been announced by Reubin L. Perin, executive vice president of the division:

L. Ylvisaker has been promoted from director of staff for the metal division, in New York City, to general manager of the metal division research and development department, Chicago. E. L. Hazard, now general manager of the north-eastern district of the eastern division, will become director of staff.

W. K. Neuman, now general manager of sales, has been appointed manager of new products. R. S. Hatfield, now general manager of the north central district of the Central division, Chicago, has been named general manager of sales. Mr. Neuman and Mr. Hatfield will make their headquarters in New York City.

In the eastern division, R. D. Heavside, formerly district sales manager in Baltimore, has been appointed general manager of the northeastern district, New York. S. M. Bixler, previously plant manager at Harvey, La., becomes general manager of the mideastern district, Baltimore. J. S. Devlin, formerly Houston district sales manager, is now general manager of the southeastern district, New Orleans.

In the Pacific division, C. F. Marquard, previously manager of production engineering for the Central division, has been named general manager of the south Pacific district, San Francisco.

J. W. Broomhead, until now plant manager at Pittsburgh, has become general manager of the north Pacific district, Portland, Oregon.

India's pepper exports drop

India's pepper export suffered a heavy decline during the 1954-55 season on account of the strong competition from Indonesia and Sarawak, it is reported by Planting & Commerce, Ernakulam, India.

Export of Indian pepper from November, 1954, to October, 1955, amounted to 2,23,723 cwts., as against 2,95,275 cwts. exported during the same period a year ago, a decline of 71,552 cwts.

Analysis of India's pepper exports shows that the U. S. A. is still the largest importer of Indian pepper, having absorbed 1,47,973 cwts. or 66.15% of the total during the 1954-55 season.

Russia came next with 20,000 cwts., 8.94% of the total.

Russia expected to buy more pepper

Russia is expected to buy pepper on a larger scale during 1956 as a result of the recent trade agreement with India, according to The N. B. I. Review.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

what to know about pimento

(This article was prepared especially for Coffee & Tea Industries, formerly The Spice Mill, by the Ministry of Trade and Industry of Jamaica, B. W. I.)

Pimento, or allspice, consists of the dried unripe berries of *Pimenta officinalis*, Lindl.,⁽¹⁾ a member of the myrtle family (*Myrtaceae*) and is related to the clove.

The spice takes its popular name from a resemblance of the perfume and taste to a combination of cinnamon, cloves and nutmeg.

It seems first to have been imported into Europe around 1601 as a substitute for round cardamom, and was known in England at the end of the 17th century as sweet-scented Jamaica pepper, or allspice.

Description

The tree averages 20 to 30 feet tall, with very old trees occasionally attaining a height of 40 feet. The trunk is upright, much branched at the top, and covered with a smooth grey bark. The leaves are glossy green, oblong, blunt at the ends, with a prominent midriff. They are aromatic when green and contain a high proportion of essential oil. The flowers, borne in clusters, are small, white and fragrant.

Distribution

Allspice is native to the West Indies and Mexico. A few trees exist on all the islands of the Caribbean Sea, but is most abundant and thrives best in Jamaica, which island provides the best commercial spice. The Mexican spice has larger berries and is believed to be a different variety. It is inferior in quality, being less aromatic.

Cultivation

Pimento grows in scattered patches on upland pastures and is supposedly established from the droppings of birds feeding on the ripe berries. The trees can be raised from seed, a practice which has not been put to use to any extent. In the recognized pimento growing areas, closing pastures to grazing is sometimes employed in the establishment of new groves; or they preserve abandoned areas of cultivation for a number of years to produce a crop of young trees from which other growth can be cut out.

The trees grow at all elevations from sea level to about 3,000 feet, preferring soils overlying limestone formations. They begin to flower when they are from seven to eight years old. The crops of berries increase each year till the trees

reach maturity at about 18 years, continuing to bear fully 60 to 70 years.

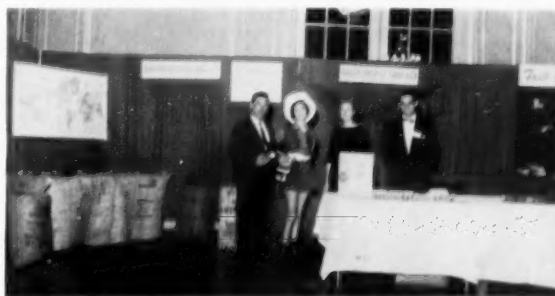
Not all trees bear fruit and it is recognized that there are two general types—the so-called "female" trees and the so-called "male" trees, the latter producing profuse blossoms but failing to set fruit. The reason for this is not yet understood. The two types appear to occur naturally in about equal proportions, and from this fact has arisen the belief that trees sown from seed do not fruit. In most groves the so-called "male" trees are cut out.

Cropping and curing

The berries grow in clusters at the ends of branches and are in best condition when "full" but not ripe. When ripe they are purple or nearly black, glossy, sweet and spicy. The pulp covering the seed, however, loses much of its aromatic property, and the fruit is therefore gathered before it is fully matured. The unripe fruit is more spicy, and somewhat peppery in taste, about the size of a small pea. The clusters are broken by hand from the branches, and the berries picked or rubbed off into baskets, the stems and leaves being thrown away. This breaking of branches is said not to injure the trees, but if done carefully acts as pruning. New shoots spring up, and in a year or two produce another crop.

Trees vary in yield, but some give as much as 150 pounds of fresh fruit, or 75 pounds of dried berries.

Pimento leaves yield an essential oil, eugenol, but the



Frank Frelleson, of B. C. Ireland, Inc., and Gordon Black, of the McClintock Stern Co., Inc., with the American Spice Trade Association display at the convention of the Western States Meat Packing Association, held at the Sheraton Palace Hotel, San Francisco.

factories for extraction are only located in those parts of Jamaica where the eugenol content of the oil is 85%.

During the 1930's, the pimento rust disease severely affected the trees above an altitude of 2,000 feet, and production is now chiefly confined to lower altitudes.

After gathering and picking, clean berries are heaped and covered on a barbecue for about 48 hours to induce slight fermentation; after that they are spread out thinly to dry in the sun. The berries are turned over with a rake two or three times during the day, and are heaped and covered with a tarpaulin in the evening.

After five or six days sunning, the berries should be dry. When dry a fistful shaken against the ear gives a sharp, crisp rattle, caused by the loosened seeds impacting against the dry husk of the berry. The crop may then be bagged and stored in a dry place.

Uses

Fresh ripe pimento is used to manufacture pimento liqueur, for which there is a sizeable export trade.

The main uses for the cured berries are spicing pickled and tinned meats, manufacturing sausages and preparing mixed spices.

Russia has always been a good market for this product, and there is a current belief that the Russians put pimento in their boots to keep their feet warm.

Marketing methods

During the war, when marketing was difficult, the Jamaica government arranged to buy and market all the crop.

The government continues to perform this function, and at present the Government Marketing Department is the sole exporter of pimento. This control exists in order to insure equitable distribution and continued use of the product at reasonable prices, for the benefit of both consumers and producers.

Under the present system, the government fixes the price which growers receive from purchasing agents who are obliged to deliver all the pimento they buy to the government's Clearing House. Here the pimento is cleaned, bagged and stored before export. Sales abroad are made through commercial channels under government supervision.

Inquiries can be addressed to the Marketing Department, Kingston, Jamaica, B. W. I.

⁽¹⁾ Fawcett & Rendle "Floral of Jamaica."

Wands brings wide experience to post

as executive secretary of ASTA

A broad background in government activity and association work lies behind the new executive secretary of the American Spice Trade Association, Stewart P. Wands.

Mr. Wands succeeded Ernest H. Winter, who resigned in January.

Mr. Wands joined the spice trade association last October, as assistant executive secretary. Prior to that he had been director of the Sugar and Tropical Products Division of the U. S. Department of Agriculture. He is also a former assistant secretary-manager of the National Coffee Association.

During World War II, Mr. Wands was in charge of the U. S. D. A.'s programming operation of foods to lend-lease countries. After the war, he directed the government's disposal of all surplus coffee, tea, spices, candy and other rations held by the armed services.

In retiring from the executive secretary post, Mr. Winter will continue to serve as a consultant to the spice association. A former president of the group when he headed the spice importing firm of H. P. Winter & Co., Inc., Mr. Winter had been executive secretary for seven years.

The American Spice Trade Association is the nationwide trade organization of the spice industry. Its more than 200 members include importers, brokers, agents and grinders, as well as some growers and shippers overseas.

Stange buys American Spice Mills

The American Spice Mills, Chicago, has been purchased by the Wm. J. Stange Co., of the same city.

American Spice will be operated as a division of Stange, and Thomas Gunning, former president, will be manager of the new division.

This acquisition enables Stange to offer regular ground natural spice in addition to Stange's regular line.



Stewart P. Wands

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FDA "delists" three food colors

Food and beverage manufacturers are advised by the Food and Drug Administration that three coal-tar colors have been removed from the list of those permitted to be used in food products.

The regulation, which became effective February 15th, applies to mixtures containing the delisted colors, as well as the pure dyes.

FDA said that food and beverage manufacturers may legally use up previously certified stocks of the colors, but cautioned them that foods containing excessive quantities of these colors can cause illness to consumers. The colors are FD & C Orange No. 1, FD & C Orange No. 2, and FD & C Red No. 32.

Effectiveness of the regulation was temporarily stayed with respect to use of one of the colors—FD & C Red No. 32—for coloring the outer skin of oranges. The stay was ordered on February 9th by the U. S. Court of Appeals for the Fifth Circuit, acting on petition of the Florida Citrus Exchange and other orange growing interests. FDA consented to the stay on the basis that there is no evidence of harm to consumers from use of FD & C Red No. 32 for coloring oranges. Florida orange growers have been coloring substantial quantities of their fruit for more than 20 years.

FDA Commissioner George P. Larrick told the House Committee on Interstate and Foreign Commerce that the department would not object to a bill (H. R. 7732), sponsored by Florida and Texas shippers, which provides for continued certification of Red No. 32 for coloring oranges only, if limited to a period of three years. He said this should provide sufficient time for further scientific testing and to develop harmless colors. H. R. 7732 is still under consideration by the House Committee at this writing.

FDA studies have shown that the three delisted colors caused injury when fed continuously to laboratory animals. Federal law requires all such colors to be "harmless," regardless of the amount which may be used, and when a color is certified as harmless there is no restriction on the quantity which may be added to a food. Two of the colors, FD & C Orange No. 1 and FD & C Red No. 32, have caused illness to consumers when used in excessive quantities in candy and popcorn.

The effect of the regulation is to stop FDA testing and certification of batches of these dyes as "harmless and suitable for use in food." They will continue to be certified, however, for use in cosmetics and drugs for external application.

Four appeals for review of the regulation have been filed in three judicial circuits, but only two of these (in the Fifth Circuit) asked for a stay of the order. The time for further appeals has expired.

In the Second Circuit (New York) the Certified Color Industry Committee petitioned for a review of the entire order on the ground that the amounts of color used in FDA's experiments were much larger than those normally used in foods, and the court was asked to reverse the Secretary's finding that the colors are not "harmless." Granting this petition would mean interpreting the law to re-

quire FDA to certify poisonous coal-tar colors when normally used in "harmless" amounts, the department said.

In the Seventh Circuit (Chicago), Eli Lilly & Co., of Indianapolis, petitioned for an order to the Secretary to reopen the hearings and asked that this petition be heard prior to a petition for a review of the regulation. If reopening is denied, Lilly asked that the Secretary's ruling be reversed insofar as it applies to use of the three colors in drugs. This would remove the restriction of the colors to external drugs and permit their use for internal medications as well.

In the Fifth Circuit (New Orleans) the Florida Citrus Exchange, et al., asked for a stay of the order with respect to the use of Red 32 on oranges and for a review of the order. Upon consent by the government, a limited stay was entered under which the Secretary will continue to certify Red 32 exclusively for use in coloring oranges, and taking into consideration the amounts of color on hand. Such stay will remain in effect while the litigation is pending.

Two petitions to reopen the order were addressed to the Secretary by Eli Lilly & Co. and the Certified Color Industry Committee. Both of these were denied on February 13th.

Subject to whatever action may later be taken by the courts in the pending appeals, the present situation with respect to the three colors may be summarized as follows:

1. FD & C Orange No. 1, FD & C Orange No. 2, and FD & C Red No. 32 are banned from use in foods and internally administered drugs when present certified stocks of the colors are exhausted.
2. FD & C Red No. 32 will continue to be certified for coloring the outer skin of oranges until termination of the stay granted by the Court of Appeals (Fifth Circuit).
3. Legislation is pending to require continued certification of Red No. 32 for coloring oranges.

Perry Bros. enters flavor field

A new subsidiary to handle its expanding flavor business has been established by Perry Bros., Inc., 61-12 32nd Avenue, Woodside, N. Y., known primarily for perfume specialties and raw materials.

The new Perbro Laboratories division of the firm will manufacture a wide line of essential oils and flavor bases for the pharmaceutical, beverage and food fields.

Ben Perry, vice president, has appointed two research chemists for the new division. Herbert J. Bass will be in charge of the technical service program and Allen J. Baron will be in charge of quality control and production.

Flavor and research laboratory facilities have been greatly enlarged and contain the most modern equipment yet developed for the industry, it was stated. A highly qualified staff is prepared to cooperate with manufacturers in solving their flavoring and technical problems, it was emphasized.

Perry Bros. new, expanded plant, was designed for the current expansion and for future expansion as the need arises.

Janovsky heads D & O flavor division

Harold L. Janovsky has been appointed director of the flavor division of Dodge & Olcott, Inc.

An industry veteran of 21 years, well known for both his published works and his varied association activities, Mr. Janovsky was for the past five years technical director of the Virginia Dare Extract Co.

He has held executive technical positions with Aroscent, Inc., and Seeley & Co., Inc., and his broad experience includes work with essential oils, aromatic chemicals, flavors and perfume materials.

Mr. Janovsky is a member of the American Chemical Society, the Institute of Food Technologists, the Society of Flavor Chemists and the Flavoring Extract Manufacturers Association of the U. S.

He served as both chairman and member of FEMA's scientific research committee; chairman of the food additive committee; member of the industry panel, national food protection committee; and member of the vanilla research fund committee of the Metropolitan Dairy Technologists.

He will work from the company's executive offices and laboratories at 180 Varick Street, New York City.



Harold L. Janovsky

"Tin" can will be obsolete

in near future, Stolk says

Familiar metal cans so widely used for food and other products in this country will be "unrecognizable" by present standards within a relatively few years, William C. Stolk, president of the American Can Company, said recently.

Even the factories in which the containers are manufactured—currently at a rate of about 38 billion a year—may eventually undergo similar striking changes, the Canco executive said.

Mr. Stolk made these predictions in a talk on "planned obsolescence" at the annual dinner of the Purchasing Agents Association of New York and the Sales Executives

Club of New York, at the Commodore Hotel. He defined planned obsolescence as the process of "improving our business by deliberately making obsolete the things we make or use, our processes and techniques and our industrial know-how."

Mr. Stolk foresaw the possibility that entirely different production methods, such as welding and the use of plastic cements and synthetic resin coatings, eventually may reduce the amount of machinery and the size of can factories as much as one half.

The smaller plants, he added, will be more productive than the present ones.

Bandit settles for cup of coffee

"Line up against the wall, this is a stickup," ordered a would-be badman at May and D.A.'s Cafe in Fort Worth, Texas.

He repeated the demand three times, but wasn't getting anywhere.

Mrs. Mattie Smith, 73, a customer, finally threatened to sic her dog on the man. A woman at the counter picked up a coffee mug to defend herself.

"I guess I've changed my mind," the bandit said. "Just give me a cup of coffee."

Waitress Lucille Kizer said the man drank the coffee and two glasses of water before leaving.

"He didn't pay for the coffee," she said. "I didn't ask him."

New flavor reference catalogue issued

Just off the press and available for general distribution is the new Dodge & Olcott, Inc., reference book and catalog of flavors and seasonings.

More than a year in preparation, this new book contains 68 pages of basic flavor and seasoning information, including numerous formulas, tables and a large reference chart for quick determination of the type of flavor to use for a large range of products.

The book has been divided by means of die-cut tab sheets into 14 separate sections, each tailored to a particular industry.

Syrup makers convene in Atlantic City

The National Fruit & Syrup Manufacturer's Association will hold their 39th annual convention May 11th and 12th, 1956, at the Traymore Hotel, Atlantic City, N. J.

It is the first two-day convention the association ever held.

VANILLA BEANS



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AGENTS AND BROKERS IN

SPICES SEEDS TEAS COFFEES

225 Front Street San Francisco, Calif.

San Francisco Samplings

By MARK M. HALL

■ ■ All the boys at the crossroads of California and Front Streets are trying to make explanations for the sustained rise in coffee prices, and in spite of surpluses accumulating in Brazil, what they say seems to make sense.

The big roasters who do most of the business have been advertising and promoting quality, mountain grown, and all that goes with it, until the public will have nothing else. Then a season comes along in which the Central American coffees are scarce and weather conditions have cut down the proportion of high grade coffees in Brazil. Prices go up in spite of the fact that a big surplus is expected in Brazil, but mostly on the lower grades.

Old patterns repeat themselves, and here comes a prediction, but its author remains anonymous, unless perhaps he guesses right. Market conditions bring about strength, then the roasters start to buy, and with buying the market goes up further. As the market goes up, chams buy ahead to protect themselves from unknown highs, everybody buys, including the public, and the channels of distribution become filled.

As the prices get higher the public begins to react. With wholesale prices at \$1.00 a pound, retail prices, when grocers run out of old stock, will be above that figure. Just what they will do is a question, but at least the consumer will not like it. Already some of them are buying more than their needs at special sales.

In summer, when consumption normally slows down, the grocers and the consumers will have bought as much coffee as they can carry or afford. Prices will recede to another low, only to come back in the fall, when the scarcity of milds again makes itself felt.

Don't take all of this too seriously, however, for the writer had heard predictions that after the first of this year prices would go down to new lows, and the market went the other way, all of which proves that you can't prove anything as long as it is in the future.

■ ■ There was considerable interest in the last meeting of the Western States Tea Association, because of the talk given by Albert C. Beeson, general manager of the Valley Fair Shopping Center, San Jose.

With shopping centers springing up all over the country it was very interesting to learn how they are planned and promoted. Nothing is left to chance, and the potential of the center is known before building.

It was a good start for the WSTA meeting at Gino's, and Bob Manning, the president of the association, is to be congratulated for his effort in planning interesting meetings. Among the guests was William M. MacKenzie, of the MacKenzie-Bishop Co., San Francisco importers.

■ ■ Jack Sassard, McCormick & Co., tea man, native of Charleston, South Carolina, and proud of his "Deep South" origin, is a card-carrying Colonel. Besides being "high bred," he has such qualifications as a great regard for black-eyed peas, hog jowl, grits and chittlins. He also saves his Confederate money, dislikes carpet-baggers and denounces the "damn-yankers" in one word.

■ ■ Four Folger Coffee Co. salesmen recently took their wives on an expense-paid vacation to Hawaii as a result of winning a 12-week sales contest. They flew via United Airlines. Among those on the trip were Arch Montgomery, Vern Kinghorn, Ray Strong and John Fallon, along with their wives.

■ ■ Almaden champagne and Guate-

malan coffee were chosen by Colonel Clarence M. Young, executive vice president of Pan-American World Airways, for use at a double christening ceremony on the occasion of the airline's first flight on its new route from San Francisco to Central and South America. Velma Peccorini, of El Salvador, poured the baptismal coffee as Miss Latin America—Jean Kessey, last year's winner of the Miss San Francisco title—offered the Almaden magnum.

■ ■ When Frank Frelleson, spice man for B. C. Ireland, has a job to do, he can be depended on no matter how arduous the task. Therefore, when he had to take over the management of two very sparkling and lovely girls at the display of the American Spice Trade Association, he did not hesitate. Appropriately, the blond was called Miss White Pepper (Cissy Bennett) and the dark-haired one, Miss Black Pepper (Helen Branden) AST exhibits annually to show how spices are used in the curing and preserving of meat.

The meeting was held at the Sheraton Palace, and such notables as Ezra Taft Benson, Secretary of Agriculture, were speakers.

■ ■ It is reported that John Castleman has left National Grocers to go into the construction business.

■ ■ Stanley Lee, assistant to Charlie Montague in the tea department of the M. J. B. Co., was married recently. The bride was Annette D'Atri, of San Francisco.

■ ■ Ed Spillane returned last month from a meeting of the U. S. Board of Tea Experts in New York. Ed was made chairman for the coming year. He was the guest after the meeting of J. Grayson Luttrell, executive vice president of McCormick & Co., Inc., at a luncheon given by Saints and Sinners. Estes Kefauver bore the brunt of the satires and fun-making. Ed met the presidential aspirant and he called for his support in California. Don't be surprised if Ed buttonholes you.

(Continued on page 63)

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New York News

■ ■ Life became a little difficult for local roasters as a result of the price rise. Grocers were ordering too much coffee, a problem which at other times would seem to be delightful. They were stock building against the increase, and such things are never too healthy.

One reason why they aren't is clear at this writing. The pipelines seem to be filled up, and now everyone is waiting. The big question is, what will the housewife do when the last of the increases comes through at her level?

One of the odd features of the current situation, which makes it very different from 1954, is that some coffee, in cans, will be over the "dollar barrier," but other coffees, in bags, will be under 90¢.

An unfortunate part of the situation is the fact that it has stymied, for now, efforts by local roasters to get upgrading of the beverage coffee served in restaurants.

The "milds" have born the brunt of the rise, of course. Even apart from that, price increases touch off a cynicism among restaurateurs toward ideas of serving a better brew, according to one of the more constructive roasters.

The cynicism isn't justified, but it's a complication nevertheless, and one which requires extra work and explanations.

■ ■ It's Westchester this June for local coffee golfers and softballers, instead of New Jersey.

This year's annual tournament will be held at the Sleepy Hollow Country Club, Scarborough, N. Y.

Handling the arrangements will be the New York City Green Coffee Association's committee on activities: James S. Sullivan, chairman, Durand Fletcher, Richard H. Kolm, J. J. Malone and J. J. Schwartz.

Named to work with the committee on the event were Fred Kolm and James Norton.

■ ■ If you like good coffee in the cup, don't go looking for it in Europe. But do go there if you want wonderful touring.

That's the word from David Rossman, back from a 30-day trip with his wife to Europe, with a stop at Casablanca.

The Rossman's traveled to Italy, Portugal and Spain, and loved it.

The coffee? Dave shrugs. It tends toward high roasts and low grades.

■ ■ Manhattan's coffee and tea industries are being asked to contribute to the 1956 Red Cross campaign by a volunteer industry committee headed by Cecil Huddall, manager of the green coffee and tea department of Standard Brands Inc.

The campaign opened March 1st with a New York City quota of \$6,400,000 toward the \$90,000,000 the Red Cross needs nationally to finance its vital disaster and blood programs, and its other important activities.

■ ■ Francis H. Devlin & Co., with offices at 102 Front Street, has been accepted for membership in the New York City Green Coffee Association.

The company is acting as agent for coffee shippers.

Mr. Devlin was formerly with the Carl Borchsenius Co., Inc., for two years, and with Hard & Rand, Inc., for more than three years.

He spent a good deal of time in Brazil for both these companies.

■ ■ Laurie Shaffi, Pakistan's consul general in New York City, who became well known to members of the tea trade, is being transferred to San Francisco.

Taking his place here will be A Salim Khan.

■ ■ Michael J. Okolo has been appointed vice president and comptroller of the Chock Full O' Nuts Corp., it was announced by William Black, president of the restaurant chain and coffee company.

Chock Full O' Nuts Coffee is expanding

into its third major market. Using Albany-Schenectady-Troy as the nucleus, the company is adding 13 additional counties in New York State to its distribution.

The coffee's territory now extends northward to the Canadian border.

■ ■ Heading up the Salvation Army's 1956 appeal in the coffee, tea and spice industry is Earl B. Ackerman, of Otis, McAllister & Co.

Mr. Ackerman pointed out that because of its mobility and need, the Salvation Army was always ready to serve at the time and point of need.

He recalled the help given by the Salvation Army during the flood emergencies last summer, as well as its everyday services in the city.

■ ■ J. L. Robinson, who is president of the National Metal Trades Association, outlined business trends at a luncheon at the NMTA Mid-Atlantic Assembly, held in the Commodore Hotel, New York City.

Kobbie is better known to coffee people as vice president and director of Jabez Burns & Sons, Inc.

■ ■ Daniel H. Lipman has been elected a director of Stein, Hall & Co., Inc., it was announced by Lawrence Gussman, president.

Mr. Lipman is a vice president and general sales manager of the company.

Stein, Hall is an important importer of coffee, tea and other raw materials, as well as a manufacturer of chemicals and other products.

■ ■ A good peg for public relations activities on coffee by your company is April 11th.

That's Coffee Day, to be so proclaimed by the Organization of American States to honor the most important commodity in inter-American trade.

Coffee Day is being celebrated in the U.S. and in Latin America as part of Pan-American Week.

If you're a roaster, this is a good day to arrange for a tour of your plant. The Pan-American Coffee Bureau has an outline to help you work it out easily.

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New Orleans Notes

By W. McKENNON

■ ■ Austin O'Brien has opened offices for Byrne, Delay and Company here at 302 Magazine Street, in the Libro Building.

■ ■ The Carl Borchsenius Co., Inc., has moved its New Orleans offices from 200 Board of Trade Annex to 421 Natchez Street, where they have more extensive quarter. Paul Zimmerman, T. W. Marks, and A. Kihnemann, who joined the company recently, are conducting business at the new location.

■ ■ An announcement has been received here of the silver wedding anniversary of Mr. and Mrs. Edward Borchman Suarez, which was celebrated in February. Mr. Suarez is the owner of the Suarez Coffee Co., Gulfport, Miss.

■ ■ Newly elected officers of the New Orleans Traffic and Transportation Bureau for 1956 are Edward A. Winter, first vice president; Cyril R. C. Laan, president; W. J. Ganucheau, Jr., of F. D. Wilcox & Co., second vice-president; and J. T. Lykes, Jr., Secretary-Treasurer.

■ ■ The Green Coffee Association of New Orleans invited members and guests to attend the Delta Line reception honoring the directors of the National Coffee Association on board the S. S. Del Mar recently. Earlier the directors met aboard the Del Mar and endorsed a committee report which recommended a stand on imports of soluble coffee from producing nations.

■ ■ Officers reelected to head the New Orleans Board of Trade in 1956 are Ben C. Pitts, president; Albert H. Hanemann, of Hanemann and Cummings, first vice president; Harold Scherer, second vice president; and James J. Meyers, of the Oulliber Coffee Co., third vice president.

Elected to the board of directors were Warren C. Apgar, Andrew Higgins Jr., J. W. Gehrkin, T. R. Spedden, Edward F. Beyer, W. Brooke Fox, Fred J. Rolles, John S. Smith, Jr., George C. Stohlman, Miss Alma Streiffer, Gerard F. Tujague, Jay Weil, Jr., and George G. Westfeldt, Jr.

Reelected to the governing committee of the Maritime Branch were F. A. Wendi, H. T. Begg, Sr., A. M. Farrell, W. Brooke Fox, George P. Moreno, W. A. Osborn, George Ranau-din, F. J. Rolles, J. S. Sareussen, R. E.

Stackpole, O. C. Stein, G. F. Tujague and W. A. Weber.

■ ■ Wilmer Hayward, vice president of the Standard Export Lumber Co., and a partner in the Pensacola Building and Supply Co. was elected to the chairmanship of the board of the Mississippi Shipping Co. F. Evans Farwell, president of Milliken and Farwell, was elected to the board.

■ ■ R. E. (Bob) Oetting has recently associated himself with the Sunset Coffee Co., as a partner in the firm. Bob was formerly connected with the Chili Products Corp., Los Angeles for 25 years. Bob was general manager of the Chicago office for four years.

Southern California

By VICTOR J. CAIN

■ ■ Jack Mooney, president of the R. N. Luscombe Co., Oakland, spent a week in Los Angeles calling on his many friends. Jack was accompanied by his wife Agnes, and upon finishing their sojourn here in Southern California, left for Pebble Beach and several days of golfing.

■ ■ The Huggins-Young Coffee Co. was fortunate enough to have been chosen as the subject of the well known television program "Success Story," a live on-the-spot telecast sponsored by The Richfield Oil Corp. each week.

The story was beautifully narrated by John Kennedy and ably supported by "Emcee" Ken Peters. The cameras took in all phases of the Huggins-Young Coffee Co., starting with the green bean being cupped, up through the time it goes into a vacuum can or restaurant package. Further, the camera was able to pick up shots of the building of urns, the designing and engineering, etc., up to the finished product.

The technical information regarding the cup testing of coffee, etc., was very ably handled by William A. White, secretary and treasurer of Huggins-Young, Len White, manager (son of William White), and Jack Arnold, manager.

The general comment from all experts in the coffee trade was that the "Success Story" was well done, and portrayed a tremendously successful

business, made so by fine trading ability and excellent blending.

■ ■ Andy Moseley, president of Breakfast Club Coffee, Inc., spent several hours a day in his office, which is a good sign of a fine recovery from his heart attack and the trade looks forward to his early return to everyday business.

■ ■ Ray Bradt, director of McCormick & Co., Inc., recently made a fast trip flying up to San Francisco for a directors meeting of the company, returning to Los Angeles the same day.

■ ■ Mr. and Mrs. H. O. Knecht, of Los Angeles, recently made a trip to New Orleans for a directors meeting of the National Coffee Association. While there, Herb called on Bill Kunz, who recently moved his offices from Los Angeles to New Orleans.

■ ■ John E. Mach, of the E. B. Ackerman Co., Inc., recently flew to San Francisco for several days to call on his many friends in the coffee trade.

■ ■ McCormick & Co. in Southern California has announced two changes in their organization. Cecil Haynes, formerly division manager in Los Angeles, has assumed new duties as manager, multiple accounts division. Mr. Haynes joined the pioneer spice and extracts house in 1938 as a salesman.

John Caffey, who succeeds Mr. Haynes as Los Angeles division manager, was transferred from the Schilling Division in San Francisco, where he was administrative assistant to R. C. Crampton, vice president and general sales manager. Mr. Caffey joined the firm in 1949 after receiving his master's degree from Stanford University.

■ ■ Bill Morton of W. J. Morton, Inc., recently took a trip to San Francisco to call on the trade there.

■ ■ Lou King, of Haas Bros., San Francisco, recently came to Los Angeles to call on the coffee trade.

Japan tea export trends

The export of Japanese tea into Europe reached its peak in the 1930's.

Since the end of World War II, strong interest in Japan tea is being revived among former customers in Europe and particularly in North Africa.

It should also be noted that among the first shipments of merchandise from Japan to the United States after the end of World War II, tea was a major item.

Knowledge of tea reached Europe in the 16th century, and following the introduction of tea into England in 1650, tea-drinking spread rapidly. The coffee houses of London in the early half of the 18th century became, in fact, tea houses.

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Coffee

BROKERS

• AGENTS

203 Board of Trade Annex, New Orleans, La.

Minneapolis

By HARRY P. RILEY

■ ■ The Northwest Coffee Association met at the Gold Room of the Radisson Hotel, and heard a very inspirational address by Warren A. Schmidt of the Coffee Brewing Institute, Inc. Mr. Schmidt demonstrated coffee, the proper method of brewing, and how to make better coffee by using less water.

The largest crowd in the history of the Northwest Coffee Association turned out for this demonstration and dinner.

There were representatives, and owners, from the Pioneer Coffee Co., Moorhead, Minn.; New York Tea Co., St. Paul; Eibert Coffee Co., St. Paul; Nash Coffee Co., St. Paul.

Minneapolis companies on hand included the Atwood Coffee Co., McGarvey Coffee Co., Osgood Coffee Co., Ecklund Coffee Co., Holt Coffee Co., Minneapolis Coffee Co., and also a representative from the B. F. Gump Co.

A visitor was Blackie Kaufman, representing J. Aron & Co., New York City.

Sees broadening market for all instant coffee brands

Trends in instant coffee, particularly the Nestle Co., Inc., products, were reviewed in a year-end statement by H. J. Wolffisberg, president of the company.

"The flavor quality and economy of Nescafé and our other two brands, Decaf and Nestlé's Instant Coffee, have made them the accepted all-occasion coffee in a huge number of homes. Their popularity is an indication of the broadening market for all instant brands."

The increasing demand for its instant coffees has impelled Nestlé's to purchase a 70-acre tract in Suffolk, Va., for a fifth instant coffee plant. The site was chosen primarily for its excellent water supply, an important factor in instant coffee manufacture, and also because of its proximity to adequate rail and truck transportation routes.

During 1956, Mr. Wolffisberg said, ground will be broken on the plot the Company owns on Bloomingdale Road in White Plains for construction of its projected executive headquarters building.

During 1955 Nestlé's had to rent additional office space in White Plains on two occasions to provide for its growing operations.

Newspaper and magazine advertising, expanded during 1955, will be continued on an intensive basis, Mr. Wolffisberg said.

During the past year the company's aggressive point-of-sale merchandising program proved popular with dealers and will be continued.

San Francisco

(Continued from page 59)

■ ■ Weldon Emigh, spent some time on the desert last month to dry up and warm up, for as Californians remember, it was pretty damp that month in the northern part of the state.

■ ■ The P. & T. Trader landed on the Pacific Coast in January with 92,000 bags of coffee. A point of interest is that 15,000 bags were loaded at Trujillo, Dominican Republic. Last year only 4,630 bags were loaded at that port. The reason given is that the high price of milks not only diverted more Dominican coffee to the United States but is encouraging the

shipment of Brazilian coffee to the same destination. This, of course, is not making the P. & T. boys unhappy.

■ ■ Jimmy De'Armond also spent some time on the desert last month. It is not reported he met Weldon Emigh, for the desert is a big place, but the aroma of coffee might have brought them together.

■ ■ Bill Lynch was in Ecuador last month. Does that man ever stay home? It seems that most of the time he is either in a coffee country or flying in a plane to one. . . Ask Epp Eppinger, "How's business?" and he'll say, "Dull today." The day before he might have sold 1,000 bags. With coffee men, every day is a new day, and yesterday is like an old newspaper, out of mind.

■ ■ According to the grapevine at M. J. B., Stanley Gleason has a brand new boxer—and for those who might be confused, it is a dog. The animal must know its liquor, for he seems to prefer sherry instead of coffee. . . It may be the blend, or the early environment, or the influence of John Cagney. At least suspend all judgement on the story until more information is gathered.

■ ■ The San Francisco Coffee Club is holding its pre-convention golf meet at the Lakeside Country Club on April 6th. The boys will have a chance to tune up their golf and spot the fine points of those who might be their rivals in the big meet at Del Monte the following month. A great program is being arranged by the chairman of the entertainment committee, George Malmgren, assisted by Fred Shreuder, Al Sargent, Harvey Brockage, Bill Fenner, Tom Williams and Tom Barrett. Ernie Kahl will preside.

what's ahead for coffee?

(Continued from page 15)

economy, we come out with a 29% gain, or 2.8 billion pounds sold in 1965.

But finally, this is the line, and the only line, of trajectory that I think is entitled to stay on the chart. It's axiomatic that what has been done before, can be done again, if the will and determination is there to do it.

In 1946, and fairly close again, just two years ago, in 1953, our annual per capita consumption rate was 16 pounds per person. It is my feeling and my contention, therefore, that because we did it before, we dare not be content with anything short of hauling ourselves back to where we once were. Surely, this is the minimum requirement for continuing membership in the coffee brotherhood.

So if we accept only the restoration of what we once had as a fair and feasible goal, then in 1965 we will have raised our tonnage figure to just over 3 billion pounds which, mind you, is 27½ million bags green basis and 37% more than we are doing today. A nice little plum in prospect!

Contemplate this in relation to your own business, and I

am sure you will agree that 37% more volume would solve a heck of a lot of problems.

This figure climaxes what I submit is a job that *can* be done. But to *get* it done, we've all got to pull our own weight. And one thing for sure, it *can't* be done by forever compromising quality. And it won't be done by false starts and phony claims that one pound does the work of two. Even Nashua can't run twice as fast as his competition.

the examination and tasting of tea

(Continued from page 52)

shoots. The prefix "Orange," as in Orange Fannings, Orange Pekoe, etc., merely serves to indicate teas which have been made from the youngest and tenderest parts of the tea shoot and generally containing a quantity of tip. Should tip be in abundance, a further prefix, "flowery," is often used. Some estates even go higher still by using the term "golden"; hence such grades as Flowery Orange Pekoe (F.O.P.), Golden Flowery Broken Orange Pekoe (G.F.B.O.P.), etc.

(Next month: Leaf color, make, style.)

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Tea consumption increasing in Germany

Tea consumption in the German Federal Republic has been on the upgrade during the past few years, according to a report in South Asia. Undoubtedly, the support given by the publicity campaigns conducted by the Gesellschaft, fur Teewerbung m.b.H., Hamburg, has influenced this trend in public taste.

As official figures show, consumption of tea has practically doubled in three years. For instance, while total imports for 1952 were 2,771 tons, they were 3,716 tons in 1953 and advanced to 4,830 tons in 1954. Consumption figures for 1955 look like they will exceed those for 1954 by an appreciable margin.

India is by far the largest supplier of tea to the German Federal Republic.

Assam qualities are particularly popular in the north-west part of Germany where, unlike the rest of the country, the custom is to drink tea made with milk. The varieties pro-

duced in the provinces of Dooars and Kasha are also marketed in Germany among the standard grades.

Those with a preference for a lighter tea are partial to the production of the southern provinces.

Autumn high-grown qualities from the Uva district are of particular interest to the tea-drinking population of southern Germany, where taste tends towards the Ceylon varieties. Low-grown Ceylon teas, from plantations below 2,000 feet, are popular throughout the Federal Republic.

Imports from Pakistan are comparatively small, since these teas are mainly of qualities which have little appeal in Germany.

Sumatra and Java are important as supplying countries. A sizable proportion of medium quality imports are from Sumatra. An aspect of Sumatra production is that it continues the whole year round on a fairly even basis, with no appreciable fluctuations in quality. This makes it easier for importers to conclude long-term supply arrangements with the plantations.

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*the captain was thirsty...
but he shared his drinking
water with a coffee plant*

In 1720, Louis XIV of France unknowingly laid the foundation for the great coffee industry in the western hemisphere, when he asked his friend Captain Des Clieux to carry a seedling coffee plant to the West Indies island of Martinique.

The voyage was long and rough—water rations had to be reduced. Even so, the thirsty captain faithfully tended and watered the plant.

The seedling flourished in the tropical soil of the new country. And coffee trees soon spread to other islands—finally to the mainland of Central and South America. Today, these countries are the world's largest producers of coffee with every climate producing a different variety of bean.

Otis McAllister has devoted over 60 years to selecting and importing only the highest quality green coffee. The company has 18 affiliated offices in Central and South America staffed with experts thoroughly versed in coffee and all its ramifications. Through these facilities, Otis can bring you coffee in quantity and quality to meet your individual requirements.

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310 Sansome St.

NEW YORK 5
129 Front St.

NEW ORLEANS 12
322 Magazine St.

CHICAGO 10
510 N. Dearborn St.

HOUSTON
1 Main St.

LOS ANGELES 13
837 Traction Ave.

ST. LOUIS 2
216 S. 7th St.

TORONTO 2
228 King St., East

Established 1892

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